

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H1263 ORDER NO. 13294

DATE 5-24-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER ALERT ADVERTISING AGENCY  
GALVESTON, TEXAS

50<sup>M</sup> post cards

SIZE

3 1/2 x 5 1/2

STYLE ART COLOR TONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full JUNG HOTEL ON FAMED CANAL ST. —

NEW ORLEANS, LA. • AFFILIATED NATIONAL HOTELS

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C.T. Imprint

No Imprint

PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

120

Dry — Wet — Pancromatic — Color Separation.

133

Transfer — Paper Process — New Process.

150

Stripping — White Border — Full Face.

175

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE INSTRUCTIONS AND SKETCH ATTACHED.

Please follow the color suggestions on the former card as closely as possible. We particularly like the street toning with the pink tint in it, rather than the grey streets as shown on your proof. In addition to following the colors suggested please remove the two pennant flag staffs on the upper portion of the annex; the American flag in the foreground is satisfactory. The Canal Street Marquee (larger Marquee) is made of Brush Aluminum and the two lines of lettering above are in black on opal glass.

MAKE OVER

Change to Ret. — Ret.

EST. 1900

RETOUCHING	1 1/2	1.00
ENGRAVING	1	1.00
PHOTO LITHO	1 1/2	1.00
COMPOSING	1	1.00
LITHO ART	1	1.00

PHOTO RETURNED

TO

PHOTO USED FOR

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

NO  
YES  
RETURN PHOTO



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 8A-H1264 ORDER NO. 13295 DATE 5-24-1938

CUSTOMER ALERT ADVERTISING AGENCY  
GALVESTON, TEXAS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE ART COLOR ONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full TULANE ROOM, JUNG HOTEL — ON FAMED  
CANAL ST., NEW ORLEANS

FRONT NO. 5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE SKETCH AND INSTRUCTIONS ATTACHED.

Show & C proof to C.T. Jr.  
before sending out.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-HL265 ORDER NO. 12789 DATE 5-25-1938

CUSTOMER BRUNHOFF MFG. CO.

NEW YORK ST. & FREEMAN AVE.  
CINCINNATI, OHIO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLOR TONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full MODERN ILLUMINATED DISPLAYS BY  
BRUNHOFF. (ETC. AS PER SKETCH)

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

IN THE LETTERING OF THE WORD "SUNSHINE"

HE WOULD LIKE A BLACK HAIR LINE ON THE LETTERS  
IN THIS WORD SO IT WILL SHOW THE LETTERS  
RAISED. I AM SENDING YOU HERE THE LETTERS

S AND THE LETTER U SHOWING WHAT HE HAS IN MIND. HE REALIZES THAT these letters are  
small and it may be very difficult to get his idea in and if it can't be done it will be OK  
but as the letter are raised prismatic letters he thinks if it is at all possible to show  
them as he has them sketched it will make ~~more~~ a more true to life picture.

COLOR DESCRIPTION

PUT MAILING PERMIT #1525 ON FRONT

SEE SKETCH ATTACHED

*[Handwritten sketch of the word "SUNSHINE" in a stylized, outlined font]*

PHOTO RETURNED

TO

PHOTO USED FOR

*7 Photos 5x7*  
*LO. 1 1/2*  
*Ret. 6*  
*7/c. 1 1/2*  
*Last 10*

*[Handwritten signature]*

*[Handwritten X mark]*

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 8A-H1266 ORDER NO. 12790 DATE 5-25-1938

CUSTOMER BEACH MAISONETTES  
2939 INDIAN CREEK DRIVE  
MIAMI BEACH, FLORIDA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO COLORIT WHITE BORDER

PLACE OF TITLE Upper Lower Center Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full BEACH MAISONETTES, MIAMI BEACH, FLA.

FRONT NO. 5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. need 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE COLOR INSTRUCTIONS ATTACHED

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

2,500—1-2-38

5 1/2  
Rel 5 1/2  
H.C. 1 1/2  
A 10 1/2

MAY 31 1938

4-2-40  
3-3 1/2



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H1267 ORDER NO. 12793 DATE 5-25-1938

CUSTOMER WINDSOR APARTMENT HOTEL  
4209 LINDELL BLVD.  
ST. LOUIS, MISSOURI

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

50 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full WINDSOR APARTMENT HOTEL — NEAR EVERYTHING  
OF INTEREST

BOT - 4209 LINDELL BLVD., ST. LOUIS, MO.

FRONT NO5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

120  
133  
150  
175

THEY WOULD LIKE TO HAVE THE NAME

"WINDSOR APARTMENT HOTEL

the same style of type as shown on their letterhead or cut.

COLOR DESCRIPTION

THE SKETCH IS satisfactory with the exception of the doorway or in other words the entrance  
I do not quite understand just how you happened to show a lavender color entrance on this  
sketch, the doors and casings to the entrance are, in fact, oak. However, the canopy over  
this entrance is green #29 as shown on sketch. Please make this correction, and it will be OK

SEE SKETCH

RWSH

PHOTO RETURNED

TO

PHOTO USED FOR

Ret. 6  
Hc. 1 1/2  
Lat 9

X  
Bw

MAY 31 1938



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H1268 ORDER NO. 12794 DATE 5-26-1938

CUSTOMER EXPOSITION FISH GROTTO FISHERMANS WHARF, INC.  
SAN FRANCISCO, CALIFORNIA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS

SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full ~~EXPOSITION~~ EXPOSITION FISH GROTTO --

FISHERMANS WHARF -- SAN FRANCISCO ~~ETC.~~ (ETC. AS  
PER SKETCH ATTACHED)

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen  
120  
133  
150  
175

COLOR DESCRIPTION

SEE SKETCH ATTACHED

make DK. Blue imp. ision

PHOTO RETURNED

TO

PHOTO USED FOR

L.O. 1  
Ret. 3 1/4  
Mc. 1 1/4  
Lat 10

MAY 31 1938



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H1269 ORDER NO. 12795 DATE 5-26-1938

CUSTOMER THE ELECTRIC NEON CLOCK CO.  
7016 EUCLID AVENUE  
CLEVELAND? OHIO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLOR TONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full ONLY \$1.00 A WEEK BUYS THIS LARGE  
BEAUTIFUL NEON STORE CLOCK

FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor — Black & White Proof. Titles—Red, Blue

Change type as marked on sketch

COLOR DESCRIPTION

THE INSIDE NEON TUBE IS RED AND THE OUTSIDE NEON TUBE IS BLUE. THE METAL CAN LOOK BLACK  
ALTHOUGH IT IS BROWN SHADE, AND THE TEAR DROPS ARE GENERALLY BLACK. THE HANDS AND THE NUMERALS  
NUMERALS ARE WHITE, AND THE BALANCE OF THE CLOCK IS BLACK.

make red impression

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

L.R. 3 1/2  
Ret. 2 1/2  
H.C. 1 1/2  
25-22 Lat 9 1/2

1073 REC

X



THE ALLIS PRESS, KANSAS CITY, MO.

NO. 8A-M1270

ORDER NO. 13310

DATE 5-27-1938

12 M 500 XMM POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) U.S. VETERANS' HOSPITAL NO.  
99, EXCELSIOR SPRINGS, MO., MISSOURI'S  
NATIONAL HEALTH AND PLEASURE RESORT

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

3

R. M.

No

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

NEG.

RETURN PHOTO

YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

PHOTO 5BH 280

Executive OK'd Date

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

1938 AND WORK SCHEDULE

1938

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 3 1938	JUN 3 1938
SKETCH			
RETOUCHING	5 6	6-3	6-18
PHOTO LITHO			
BLUEPRINT STRIPPING, OPAQUING	83	6-7	
ENGRAVING			
HAND COLOR PROOF	101 1 1/2	6-6	6-8
ARTIST DEPT.	36 9	6-17	6-21 WP

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer



THE ALLIS PRESS, KANSAS CITY, MO.

NO. 8A-H1271

ORDER NO. 3310

DATE 5-27-1938

12 M 500 POST CARDS		ART COLORTONE	WHITE BORDER
<small>(ALL OF THIS ON THE PICTURE SIDE)</small>		<small>(ALL OF THIS ON THE ADDRESS SIDE)</small>	
PLACE OF TITLE <u>UPPER</u> LOWER, CENTER - BORDER.		FRONT NO. 3	R. M. <del>YES</del> No
TITLE (IN FULL) THE ELMS HOTEL, EXCELSIOR SPRINGS, MO., MISSOURI'S NATIONAL HEALTH AND PLEASURE RESORT		IMPRINT SAME AS ABOVE	
COLOR DESCRIPTION		PHOTO PROPERTY OF CUSTOMER	

SEE INSTRUCTIONS ATTACHED. USE PHOTO NO. 7A-H267

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

PHOTO 5/34-280

Executive OK of Estimate

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked   

By    Date   

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 31 1938	MAY 31 1938
SKETCH				
RETOUCHING	12	$\frac{1}{2}$	5-31	6-25
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	12		6-2	6-24
ENGRAVING				
HAND COLOR PROOF	246	$1\frac{1}{2}$	6-3	6-3
ARTIST DEPT.	203	9	6-20	6-24

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE Filed \_\_\_\_\_

By \_\_\_\_\_ By \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_ DATE Photo Returned to Customer \_\_\_\_\_

12

78



THE ALLIS PRESS, KANSAS CITY, MO.

NO. 8A-H1272

ORDER NO. 13310

DATE 5-27-1938

12 M 500 POST CARDS

C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 3 R. M. YES

TITLE (IN FULL) GOLF CLUB HOUSE, EXCELSIOR  
SPRINGS, MO. MISSOURI'S NATIONAL  
HEALTH AND PLEASURE RESORT

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,759,777

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Estimate OK'd of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

AND WORK SCHEDULE

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 31 1938	MAY 31 1938
SKETCH				
RETOUCHING	4	3	5 31	6-3-38
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	1289		6-3	6-6-38
ENGRAVING				
HAND COLOR PROOF	216	1 1/4	6-8	6-2
ARTIST DEPT.	36	8	6-16-	6-17-38

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

17.  
R.M. 80  
78



THE ALLIS PRESS, KANSAS CITY, MO.

NO. 8A-H1273

ORDER NO. 13310

DATE 5-27-1938

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 3

R. M.

YES

TITLE (IN FULL) HALL OF WATERS' DISPENSARY,  
EXCELSIOR SPRINGS, MO. MISSOURI'S  
NATIONAL HEALTH AND PLEASURE RESORT

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

## ATTENTION!

Subjects on order for this customer. Please see to it that all or negatives are uniform and colors are in harmony with each other to make an attractive set.

SBH 280

By \_\_\_\_\_

## ESTIMATE

Cost Dept. Checked

Date \_\_\_\_\_

## AND WORK SCHEDULE

By \_\_\_\_\_

Date \_\_\_\_\_

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 31 1938	MAY 31 1938
SKETCH				
RETOUCHING	12	4	5 31	6-2-38
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	12	89	6-✓	6-3-38
ENGRAVING				
HAND COLOR PROOF	225	1 1/2		7-1-38
ARTIST DEPT.	29	9	6-17-38	6-24-38 F.W.

DATE BLUEPRINT OK'D \_\_\_\_\_

DATE Filed \_\_\_\_\_

By \_\_\_\_\_

By \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

ST  
R.M. 80  
78



THE ALLIS PRESS, KANSAS CITY, MO.

NO. 8A-M1274

ORDER NO. 13310

DATE 5-27-1938

12M 500 EAST CARDS

ART COLOR TONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO.

3

R. M.

YES

TITLE (IN FULL) HALL OF WATERS AS VIEWED

IMPRINT

SAME AS ABOVE

FROM SILOAM GARDENS, EXCELSIOR  
SPRINGS, MO. MISSOURI'S NATIONAL HEALTH  
AND PLEASURE RESORT

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO/

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Estimate OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

MAY 31 1938 AND WORK SCHEDULE

OPERATION	EST. TIME Clock No.   Time Allowed		DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP			MAY 31 1938	MAY 31 1938
SKETCH				
RETOUCHING	5	6	5-31	6-2
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	62 89		6-6	6-6
ENGRAVING				
HAND COLOR PROOF	216	1 1/2	6-7	6-8
ARTIST DEPT.	44	8	6/17/38	6/23/38

DATE BLUEPRINT OK'D.

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ATTENTION!

Subject on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.



THE ALLIS PRESS, KANSAS CITY, MO.

NO. 8A-H1275

ORDER NO. 13310

DATE 5-27-1938

12<sup>M</sup> 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

3

R. M.

~~YES~~ No

TITLE (IN FULL) ROYAL HOTEL, EXCELSIOR  
SPRINGS, MO. MISSOURI'S NATIONAL  
HEALTH AND PLEASURE RESORT

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLCSE MULTI-PLY FORMS © PAT. NO. 1,292,775

ESTIMATE OK of Estimate

By

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Click No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 1 1938	JUN 1 1938
SKETCH				
RETOUCHING	12	4	6-1	6-3 SL
PHOTO-LITHO				
BLENDING STRIPPING, OPAQUING	92		6-3	6-6 47.
ENGRAVING				
HAND COLOR PROOF	216	1 1/2	6-8	6-8
ARTIST DEPT.		9		

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

PHOTO 5B H 2-80

*Handwritten:*  
R.

3

12

81



R

THE ALLIS PRESS, KANSAS CITY, MO.

NO. 8A-H1276

ORDER NO. 15310

DATE 5-27-1938

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 3

R. M. YES No

TITLE (IN FULL) LAST PICTURE OF FRANK JAMES,

IMPRINT SAME AS ABOVE

"THE OUTLAW" TAKEN AT HIS FARM NEAR

EXCELSIOR SPRINGS, MO.

PHOTO PROPERTY OF ~~REPTON~~ C.T.

COLOR DESCRIPTION

~~SEE INSTRUCTIONS ATTACHED~~. USE PHOTO 67413.

BILLOWY CLOUD EFFECT. COLORS ON OLD CARD ATTACHED ACCURATE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,754,775

Executive OK of Estimate

By

Date

ESTIMATE

AND WORK SCHEDULE

By

Date

Cost Dept. Checked

OPERATION	EST. TIME Clock No. 1 Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 1 1938	JUN 1 1938
SKETCH			
RETOUCHING	9 2	6-1	6-4 SL
PHOTO LITHO			
BLUEPRINT STRIPPING, OPAQUING	82	6-6	6-6 1/2
ENGRAVING			
HAND COLOR PROOF	225 1/4		8 7/8
ARTIST DEPT.	217 7	JUN 22, 1938	JUN 23, 1938

DATE BLUEPRINT OK'D.

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D.

Photo Returned to Customer

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

9

81



THE ALL IS PRESS, KANSAS CITY, MO.

NO. 8A-H1277

ORDER No. 13310

DATE 5-27-1938

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 3

R. M.

YES

TITLE (IN FULL) MINERAL WATER SWIMMING POOL,  
IN HALL OF WATERS, EXCELSIOR SPRINGS,  
MO. MISSOURI'S NATIONAL HEALTH AND  
PLEASURE RESORT

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

By

Date

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clk No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 1 1938	JUN 1 1938
SKETCH				
RETOUCHING		4		
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	828		6-6	6-6
ENGRAVING				
HAND COLOR PROOF	216	1 1/2	6-8	6-8
ARTIST DEPT.	30	9	6-21-38	6-22-38

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

PHOTO 5B17280

R

12

81



DALLAS POST CARD CO., DALLAS, TEXAS

NO. 8A-H1279

ORDER NO. 13327

DATE 5-27-1938

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) THE SKYLINE OF DALLAS, TEXAS

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. I R. M. YES  
IMPRINT SAME AS ABOVE

PRIVATE NO. UPPER LEFT CORNER: D-49

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

PUT IN OVERHANGING TREES AS ON CARD ATTACHED. BRING OUT PLAINLY FLYING  
RED HORSE ATOP OF HIGHEST BLDG. PUT FOLIAGE ON TREES AND SMOOTHEN FORE-  
GROUND AS CARD ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,292,775

Executive C. N. C. M. M. M.

**ESTIMATE**

Cost Dept. Checked

By W. J. M. M. M.  
Date 1938

By W. J. M. M. M.  
Date 1938

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		<u>1938</u>	<u>JUN 1 1938</u>
SKETCH			
RETOUCHING	<u>8</u>		
PHOTO LITHO			
BLUEPRINT STRIPPING, OPAQUING	<u>8289</u>	<u>6 - 6</u>	<u>6 - 7</u>
ENGRAVING			
HAND COLOR PROOF	<u>225</u> <u>1/4</u>		<u>8 7/10</u>
ARTIST DEPT.	<u>44</u> <u>11</u>	<u>6/23/38</u>	<u>6/28/38</u>

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE Filed \_\_\_\_\_

By \_\_\_\_\_ By \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_ DATE Price Returned to Customer \_\_\_\_\_

*new offsets*

*RM 18 81*



NO. 8A-H1280

DISTRIBUTED BY DAKOTA NEWS AGENCY, SIOUX FALLS, S.D.

ORDER NO. 13338

DATE 5-26-1938

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. NO

TITLE (IN FULL) SUNKEN GARDEN, McKENNAN PARK,  
SIOUX FALLS, S.D.IMPRINT ~~XXX~~ SAME AS ABOVE

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,799,775

ATTENTION!

Subject of  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Estimate of

By \_\_\_\_\_  
Date \_\_\_\_\_ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked \_\_\_\_\_

By \_\_\_\_\_  
Date \_\_\_\_\_

OPERATION	EST. TIME Clock No.   Time   Low	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 1 1938	JUN 1 1938
SKETCH			
RETOUCHING	9 2	6-1	6-3
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	8 2	6-3	6-3
ENGRAVING			
HAND COLOR PROOF	2 25 7 1/2		6 11/10
ARTIST DEPT.	2 14 7 1/2		

DATE BLUEPRINT

By \_\_\_\_\_

DATE Filed \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

MAKEOVER

Charge to L.V. Dept.

EST. NO. 13338

RETOUCHING 3

PHOTO-LITHO 1 AUG 4 1938

COMPOSING

ARTIST DEPT. HC 1 1/2

ENGRAVING

8-12 - 65

81



NO. 8A-H1281

DISTRIBUTED BY DAKOTA NEWS AGENCY, SIOUX FALLS, S.D. ORDER NO. 13338

DATE 5-26-1938

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER. CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. IR. M. NOTITLE (IN FULL) DRAKE SPRINGS SWIMMING POOL,  
SIOUX FALLS, S.D. IMPRINT SAME AS ABOVEPHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

*Photo in large file*

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

**ATTENTION!**

Subjects on order for this customer. Please see to it that all color or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

**ESTIMATE  
AND WORK SCHEDULE**Cost Dept. CheckedBy \_\_\_\_\_Date \_\_\_\_\_

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 1 1938	JUN 1 1938
SKETCH				
RETOUCHING	4	3	6-1	6-38
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	12		6-3	6-4
ENGRAVING				
HAND COLOR PROOF	22	15		7-1
ARTIST DEPT.	39	9	6-17	6-25

DATE BLUEPRINT OK'D \_\_\_\_\_

DATE Filed \_\_\_\_\_

By \_\_\_\_\_

By \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

4

81



NO. 8A-H1282

PHOTOGRAPH BY STEPHEN H. WILLARD, PALM SPRINGS, CALIFORNIA

ORDER NO. 12805

DATE 5-27-1938

6 M POST CARDS

C. T. PHOTO COLORIT

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 11 R. M. NO.

TITLE (IN FULL) THE WISTERIA PERGOLA, HOTEL  
THE OASIS, PALM SPRINGS, CALIFORNIA

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

## COLOR DESCRIPTION

DO NOT GET COLORS ANY STRONGER THAN IN THE COLOR GUIDE. I HAVE PURPOSELY  
OVERDONE THE WISTERIA A LITTLE TO GET THE EFFECT, SO DO NOT CARRY IT ANY  
FURTHER, IN THE OLD CARD THE COLOR IS WRONG

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,773

Executive OK of Estimate

## ESTIMATE

Cost Dept. Checked

By \_\_\_\_\_ Date \_\_\_\_\_

OPERATION	EST. TIME Check by Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPING		MAY 31 1938	MAY 31 1938
SKETCH			
RETOUCHING	2	5-31	6-3
PHOTO-LITHO			
BLUE-PRINT STRIPPING, CLEANING	82	6-3	6-3
ENGRAVING			
HAND COLOR PROOF	225		6/17/38
ARTIST DEPT	63	6/17/38	6/21/38

DATE BLUE-PRINT OK'D \_\_\_\_\_

DATE Filed \_\_\_\_\_

By \_\_\_\_\_

DATE WHEN ORDER PLACED \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

48

17  
28



NO 8A-M283

PHOTOGRAPH BY STEPHEN H. WILLARD, PALM SPRINGS, CALIFORNIA ORDER NO. 12805

DATE 5-27-1938

6 M POST CARDS	C. T. PHOTO COLOR	WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE <u>UPPER</u> <del>LOWER</del> CENTER - BORDER.	FRONT NO. 11	R. M. <u>YES</u>
TITLE (IN FULL) TOP - THE OLDEST HOUSE IN PALM SPRINGS BOT - THE ADOBE, HOTEL THE OASIS, PALM SPRINGS, CALIFORNIA	IMPRINT SAME AS ABOVE	
PHOTO PROPERTY OF CUSTOMER		

COLOR DESCRIPTION

CUSTOMER WANTS DELICATE COLORS

SEE COLOR GUIDE ATTACHED.

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive Order of Estimate

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		MAY 31 1938	MAY 31 1938
SKETCH			
RETOUCHING	2		
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	82/89	6-6	6-7
ENGRAVING			
HAND COLOR PROOF	225 1/2		8 June
ARTIST DEPT.	62 9	6-17	6-20

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

9-4

H.  
R. 81



NO. 8A-H1284

PHOTOGRAPH BY STEPHEN H. WILLARD, PALM SPRINGS, CALIFORNIA ORDER NO. 12805

DATE 5-27-1938

6 M POST CARDS		C. T. PHOTO COLORIT		WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)		
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. 11	R. M. YES	
TITLE (IN FULL) PALM SPRINGS AS SEEN FROM TAHQUITZ CANYON		IMPRINT SAME AS ABOVE		
		PHOTO PROPERTY OF CUSTOMER		

COLOR DESCRIPTION

CUSTOMER WANTS DELICATE COLORS

SEE ~~NOTE~~ COLOR GUIDE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

## ATTENTION!

Subjects on order for this customer. Please see to it that all color negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate By                      Cost Dept. Checked                       
By                      1938 **ESTIMATE** By                       
Date                      AND WORK SCHEDULE Date                     

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 1 1938	JUN 1 1938
SKETCH			
RETOUCHING	2		
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	82 89	6-6	6-6 H.
ENGRAVING			
HAND COLOR PROOF	22 1 3/4		8 m.c.
ARTIST DEPT.	207 9	6-17	

DATE BLUEPRINT OK'D. DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

*Handwritten notes and signatures in the bottom right corner.*



NO. BA-H1285

PHOTOGRAPH BY STEPHEN H. WILLARD, PALM SPRINGS, CALIFORNIA ORDER NO. 12805

DATE 5-27-1938

6 M POST CARDS		C. T. PHOTO COLORIT		WHITE BORDER	
(ALL OF THIS ON THE PICTURE SIDE)			(ALL OF THIS ON THE ADDRESS SIDE)		
PLACE OF TITLE: UPPER, <u>LOWER</u> , CENTER - BORDER.			FRONT NO. 11 R. M. YES		
TITLE (IN FULL) A DESERT HOME OVERLOOKING PALM SPRINGS, CALIFORNIA			IMPRINT SAME AS ABOVE		
COLOR DESCRIPTION			PHOTO PROPERTY OF CUSTOMER		

CUSTOMER WANTS DELICATE COLORS SEE COLOR GUIDE ATTACHED

WATCH THE COLORS ON TILE ROOFS.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,292,775

# ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

By \_\_\_\_\_  
Date \_\_\_\_\_

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By \_\_\_\_\_  
Date \_\_\_\_\_

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 1 1938	JUN 1 1938
SKETCH				
RETOUCHING	9	3	6-1	6-4 SC
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	82/89		6-6	6-6 H.
ENGRAVING				
HAND COLOR PROOF	225	134		87 mm.
ARTIST DEPT.	202	11	6-16	6-20

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE Filed \_\_\_\_\_

By \_\_\_\_\_

By \_\_\_\_\_

DATE PRINTED \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

9

81  
81



PHOTOGRAPH BY ~~XXXXXXXX~~ STEPHEN E. WILLARD, PALM SPRINGS,  
CALIFORNIA

NO. 6A-H1286

ORDER NO. 12805

DATE 5-27-1938

6 M POST CARDS C. T. PHOTO COLORIT WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 11

R. M. YES

TITLE (IN FULL) THE VILLAGE STREET -- PALM

IMPRINT SAME AS ABOVE

~~SPRING~~ CANYON DRIVE, PALM SPRINGS,  
CALIFORNIA

*Photo in 9.9H1174*

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

KEEP THE WHOLE SCHEME DELICATE. TRY TO GET THE LACY EFFECT OF THE  
TREES (NO KLOKS OF GREEN) THIS WILL BE A BIG SELLER IF I CAN GET THE RIGHT  
EFFECT, BUT OTHERWISE NOT.

SEE COLOR GUIDE AND TISSUE ATTACHED. WATCH THE COLOR OF TILE ROOFS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,794,775

Estimate OK of estimate

**ESTIMATE**

Cost Dept. Checked

By

Date

JUN 1 1938  
AND WORK SCHEDULE

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 1 1938	JUN 1 1938
SKETCH				
RETOUCHING		4		
PHOTO LITHO				
BLUEPRINT STRIPPING, OPAQUING	02 87		6-6	6-6 1/2
ENGRAVING				
HAND COLOR PROOF	120	1 1/2		8 June
ARTIST DEPT.	62	9	6-15	6-22

DATE BLUEPRINT OF D.

DATE Filed

DATE HANDTYPE CORRECTED

By

DATE Photo Returned to Customer

**ATTENTION!**

Subjects on  
order for this customer. Please  
see to it that all of the nega-  
tives are uniform and there are  
in harmony with each other  
to make an attractive set.

*R*

5  
4  
2

17-  
R W 81  
81



NO. 8A-H1287  
ORDER NO. 12805  
DATE 5-27-1938  
PHOTOGRAPH BY STEPHEN H. WILLARD, PALM SPRINGS, CALIFORNIA

# ATTENTION!

Subjects on order for this customer. Please see to it that all prints or negatives are uniform and colors are in harmony with each other to make an attractive set.

6M POST CARDS	C. T. PHOTO COLORIT	WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. 11	R. M. YES
TITLE (IN FULL) SOUTH PALM SPRINGS FROM ABOVE THE DESERT INN.	IMPRINT SAME AS ABOVE	
COLOR DESCRIPTION		PHOTO PROPERTY OF CUSTOMER

CUSTOMER WANTS DELICATE COLORS. WATCH THE COLOR OF TILE ROOFS.

SEE COLOR GUIDE ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ESTIMATE  
AND WORK SCHEDULE  
By \_\_\_\_\_ Cost Dept. Checked  
Date \_\_\_\_\_

OPERATION	EST. TIME	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 1 1938	JUN 1 1938
SKETCH			
RETOUCHING	4	6-1	6-4 SL
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	8-99	6-6	6-7 SL
ENGRAVING			
HAND COLOR PROOF	125	13/4	8 June
ARTIST DEPT.	201	7-16	7-17

DATE BLUEPRINT OK'D. \_\_\_\_\_ DATE Filed \_\_\_\_\_  
By \_\_\_\_\_  
DATE HAND COLOR PROOF OK'D \_\_\_\_\_  
By \_\_\_\_\_  
DATE Photo Returned to Customer \_\_\_\_\_

5-81  
81



C. W. HUGHES & CO., INC., MECHANICVILLE, N. Y.

NO. 81-H1288

ORDER NO. 12807

DATE 5-27-1938

12 1/2 M POST CARDS C. T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) THE HOTEL ST. MORITZ AT  
LAKE PLACID, N. Y.

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. I R. M. NO  
IMPRINT SAME AS ABOVE

PRIVATE NO. 3" FROM RIGHT EDGE IN UPPER  
BORDER ---- 58

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

MAIN BLDG. -- RED TAPESTRY BRICK. POSTS & TRIM -- WHITE. PIERS AT SIDE OF  
WALK - WHITE WITH DARK CHAIN. SIDEWALK - ASPHALT. LAWN - GREEN BORDERED  
WITH FLOWERS. REMOVE WIRES. PUT CLOUDS IN SKY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

**ESTIMATE**  
AND WORK SCHEDULE

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Cl. ck No.	Time Allowed		
COMPOSING, TYPE SET UP			MAY 31 1938	MAY 31 1938
SKETCH				
RETOUCHING		5	5-31	6-2-38
PHOTO-LITHO				
BLEUPRINT STRIP ING, OPAQUING	82		6-3	6-3-38
ENGRAVING				
HAND COLOR PROOF	225	15		6-7-38
ARTIST DEPT.	216	8 1/2	6-15	6-16

DATE ESTIMATE OK'D

DATE Filed

DATE PHOTO RETURNED

By

DATE Photo Returned to Customer



ST. MARIE'S, GOPHER NEWS CO., MINNEAPOLIS, MINN.

NO. 8A-11289

ORDER No. 12853

DATE 5-31-1938

6 M POST CARDS		C. T. ART COLORTONE	WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: <u>UPPER</u> LOWER. CENTER - BORDER.		FRONT No. <u>I</u>	R. M. <u>YES</u>
TITLE (IN FULL) <u>BOILING SPRINGS, HATTENBERGER'S FARM, SHAKOPEE, MINN.</u>		IMPRINT	NONE
		PHOTO PROPERTY OF <u>CUSTOMER</u>	

COLOR DESCRIPTION  
USE PHOTO MARKED. BUT THE BOILING EFFECT MUST BE BROUGHT OUT MUCH MORE THAN THE PHOTO SHOWS OR CUSTOMER CAN NOT USE THEM. SEE SMALL PHOTO ATTACHED FOR GOOD BOILING EFFECT.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,759,774

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked 1

By 10  
Date 1938

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 3 1938	JUN 3 1938
SKETCH			
RETQUCHING	2		
PHOTO LITHO			
BLUEPRINT STRIPPING OPAQUING	93 89	6-7	6-7
ENGRAVING			
HAND COLOR PROOF	31 1 1/2		
ARTIST DEPT.	29 9	6-24-38	6-27-38 F.W.

BLUEPRINT OK'D. DATE Filed

DATE HAND COLOR PROOF OK'D

DATE In to R. turned to Customer

B-



R.

NO. 8A-H1290

ROBBINS-TILLQUIST CO., SPOKANE, WASH.

ORDER NO. 13361

DATE 5-31-1938

12M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) GREAT WESTERN SUGAR COMPANY,  
FACTORY, BILLINGS, MONT.

PRIVATE NO. BEFORE TITLE: 5251

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 3 R. M. NO

IMPRINT SAME AS ABOVE

PLATE NO. ON FRONT.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED. SEE INSTRUCTIONS ATTACHED.

*see Large Photo*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,725

By *[Signature]*

Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME C. C. No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 1 1938	JUN 3 1938
SKETCH			
RETOUCHING	5 6	6-3	6-7 58
PHOTO LITHO			
BLUEPRINT STRIPPING, REMOVING	23	6-8	6-8 1938
ENGRAVING			
HAND COLOR PROOF	125 1 1/2		13 1938
ARTIST DEPT.	63 8 1/2	6/21/38	6/23/38

USE BLUEPRINT OF D.

DATE Filed

By

By

DATE MADE BY THE DEPT.

DATE MADE BY THE DEPT.



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 8A-H1291 ORDER NO. 13364 DATE 5-31-1938

CUSTOMER THE MANUFACTURERS EQUIPMENT CO.  
DAYTON, OHIO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full **ECO "SUPER SERVICE" PNEUMATIC RUBBER  
TIRED WHEELS MAKES LOADS MOVE EASIER AND FASTER  
(ETC., AS PER COPY)**

FRONT NO. 5  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE LAYOUT AND INSTRUCTIONS ATTACHED.

THE SMALL DIAMONDS ON THE GOODRICH TIRES ARE TO BE FINISHED IN RED, WHILE THE FLAG TRADE  
MARK OF THE GOODYEAR TIRES ARE TO BE FINISHED IN YELLOW AND BLUE AS INDICATED.

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 8A-H1292 ORDER NO. 13365 DATE 5-31-1938

CUSTOMER PACIFIC BEACH HOTEL  
PACIFIC BEACH WASHINGTON

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M 500 POST CARDS SIZE 3 1/2 x 5 1/2

STYLE PHOTO COLORIT FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full PACIFIC BEACH HOTEL - PACIFIC BEACH,  
WASHINGTON - OVERLOOKING THE PACIFIC OCEAN  
*see sketch*

FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C.T. Imprint No Imprint

PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout THE FRONT PORCH WILL HAVE TO BE FINISHED  
TO CONFORM TO THE BACK PORCH WITH ARCHES, PUT IN  
THREE MORE SHUTTERS ON THE UPPER FLOOR, REMOVE  
WIRES AND THE THREE POLES IN THE PICTURE.

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

THE COBBLE STONE WALL IS GRAY COBBLE STONES AND CEMENT, FLOWER ARE ASSORTED WITHIN THE LOW  
CONCRETE WALL AROUND THE BUILDING, TIE GARDEN BELOW THE WALL AND AROUND THE LITTLE GRAY C NCRETE  
CASTLE WITH RED ROOF, IS FILLED WITH ALL VARIETIES OF FLOWERS. THE BLDG. IS ALL WHITE, WITH  
YELLOW STUCCO CHIMNEYS, YELLOW STUCCO IN THE GABLES, GREEN ROOF AND GREEN SHUTTERS, WINDOWS  
ARE ALL WHITE NO TRIM. THAT TALL BLACK CHIMNEY HAS BEEN LOWERED ABOUT TWO FEET. THE  
OCEAN SHOULD BE ACCENTUATED A LITTLE MORE AND IS VERY IMPROTANT. THE FENCE IS WHITE.

SEE CARDS ATTACHED FOR GOOD OCEAN VIEWS AND SAMPLES OF GOOD SKY AND OCEAN

PHOTO RETURNED

TO

PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

24500-1-2-38

*Make new Affsets*



FERD LEVI STATIONERY CO., MONROE, LA.

NO. 8A-H1293

ORDER NO. 12863

DATE 5-31-1938

6 M POST CARDS	C. T. ART COLORTONE	WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. 1	R. M. NO
TITLE (IN FULL) AERIAL VIEW OF MONROE AND WEST MONROE, LA.	IMPRINT NONE	
	PUT AT BOT. OF FRONT - MONROE, LOUISIANA "THE HEART OF THE WORLD'S LARGEST GAS FIELD"	
COLOR DESCRIPTION	PHOTO PROPERTY OF C. T.	

SEE TISSUE ATTACHED TO PHOTO.

*Photo in KP1654*

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Estimate By *CP* Date JUN 3 1938  
ESTIMATE AND WORK SCHEDULE  
Cost Dept. Checked By *CP* Date JUN 3 1938

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 2 1938	JUN 2 1938
SKETCH			
RETOUCHING	6		
PHOTO LITHO			
BLEUPRINT STRIPPING, OPAQUING	23	6-7	6-7 1938
ENGRAVING			
HAND COLOR PROOF	23 1/2		9 June
ARTIST DEPT.	217 12	June 15, 1938	June 17, 1938

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE F.M. \_\_\_\_\_

By \_\_\_\_\_ By \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_ DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_ By \_\_\_\_\_

7  
5

84



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 8A-H1294 ORDER NO. 13375 DATE 6-1-1938

CUSTOMER R. C. A. MFG. COMPANY  
CAMDEN, NEW JERSEY

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{8}$

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full 1898 Forty years of Leadership 1938

R.C A VICTOR'S NEWEST RADIO SENSATION  
MODEL 97KG

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE SKETCH ATTACHED AND INSTRUCTIONS THERE ON

VERY RUSH  
make red impression

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H1295 ORDER NO13387

DATE 5-31-1938

CUSTOMER I. STEINFELDT  
LANCASTER, PA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M 500 POST CARDS SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full MISSIONARY HOME OF THE REFORMED CHURCH,  
LANCASTER, PA.

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M., to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

COLOR DESCRIPTION

Sk dull red brick, slate roof, brown window frames & shutters & doors  
on right & left gray, green lawn & shrubbery.

PHOTO RETURNED

TO

PHOTO USED FOR

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

Ref 2 1/2  
28C1 1/2

28-6-16-8 A9

X  
H  
H

RUSH

Isr

X

mailing  
83

5



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H1296 ORDER NO. 13389

DATE 6-6-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER GULF OIL CORP.

PITTSBURGH, PENNSYLVANIA

6 M POST CARDS SIZE

3 1/2 x 5 1/2

STYLE ART COLOR TONE WHITE

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full THIS BEAUTIFUL GULF SERVICE

STATION IN BEDFORD, PA. ON LINCOLN  
HIGHWAY, U.S. 30, 100 MILES EAST OF  
PITTSBURGH.

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

120  
133  
150  
175

COLOR DESCRIPTION

see HANDCOLORED PHOTO ATTACHED FOR COLORING.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H1297 ORDER NO. 13390 DATE 5-31-1938

CUSTOMER THE ALVYN  
OCEAN CITY, NEW JERSEY

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE PHOTO COLOR IT WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full THE ALVYN, BRIGHTON PLACE  
OCEAN CITY, NEW JERSEY

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout ELIMINATE BLDG. AT BOTH LEFT & RIGHT

SHOW THREE FLOWER BOXES AT ENTRANCE AS INDICATED  
ON ATTACHED CARD. SEE FOLDER ATTACHED. OF COURSE  
SHOW COLORED FLOWERS IN BOXES.

COLOR DESCRIPTION

PILLARS SUPPORTING PORCH: COMMON RED BRICK. FACE OF STEP WALL ALSO COMMON RED BRICK. AWNING:  
STRIPED, WIDE ORANGE WIDE DARK GREEN AND NARROW BLACK STRIPES. BLDG. PAINTED BATTLESHIP  
GRAY. UPPER FLOOR OF BLDG. PAINTED DARK GREEN. ALL TRIM ON BLDG. WHITE. TRELLIS WORK -  
BATTLESHIP GREY - VENETIAN BLINDS - BUFF. SHADES - PEA GREEN.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H1298 ORDER NO. 13391 DATE 5-31-1938

CUSTOMER TERMINAL INVESTMENT CO.  
BEN MILAM HOTEL  
HOUSTON, TEXAS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS

SIZE

3 1/2 x 5 1/2

STYLE WHITE BORDER ART COLORTONE

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full BEN MILAM HOTEL — THE MOST POPULAR DINING  
ROOM AND COFFEE SHOP IN HOUSTON

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H1299 ORDER NO. 13391 DATE 5-31-1938

CUSTOMER TERMINAL INVESTMENT CO.  
BEN MILAM HOTEL  
HOUSTON, TEXAS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full NEWLY DECORATED LOBBY OF THE BEN  
MILAM — HOUSTON'S MOST MODERN HOTEL

FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

NO  
YES  
RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

2,500—1-2-38

MAKEOVER

Charge to Ret. D.

Est. T. Makeover Time Required

RETOUCHING	1/2	Time Required to Complete
ENGRAVING	1	
PHOTO LITHO		Days
COMPOSING		
HC	1/4	

make new  
offset



30

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL. **ADV. ORDER**

CUSTOMER  
—  
C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL No. 8A-H1300 ORDER NO. 13392 DATE 6-2-1938  
CUSTOMER FILMORE McINTOSH  
HAZARD, KENTUCKY

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART  
DATE COMPLETED

Photos for  
this Customer

5 M POST CARDS SIZE 3 1/2 x 5 1/2 STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full CALIFORNIA HERE WE COME  
BOT-FILMORE McINTOSH AND HIS CHAMPION YOKE OF  
WORK OXENS IN ROUTE FROM THE FOOT OF PINE  
MOUNTAIN, HAZARD, KY. TO CALIFORNIA

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C.T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles — Red, Blue

COLOR DESCRIPTION  
STEERS: RED WITH WHITE FACES AND HORNS. WAGON BED GREEN NO. 21. BACKGROUND NO. 11  
COLOR OF STEERS NO. 2. COVER FOR WAGON NO. 30. USE OWN JUDGMENT FOR PERSONS ON CARD.

PHOTO RETURNED  
TO  
PHOTO USED FOR

1. Rep. to 5-7  
Ret 3  
H.C. 1 1/2  
L. art 9 3/4

*Signature*  
*Signature*



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

DIAL No. 8A-H1301 ORDER NO. 13396

DATE 5-31-1938

CUSTOMER W. B. COON COMPANY  
ROCHESTER, NEW YORK

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

75 M POST CARDS

SIZE

$3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R.M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C.T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen {  
120  
133  
150  
175

COLOR DESCRIPTION

SEE SKETCH AND INSTRUCTIONS ATTACHED.

*Drawing rec 8/16/38*

*make red impression*

NO  
YES  
RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 8A-H1302 ORDER NO. 13396 DATE 5-31-1938

CUSTOMER W. B. COON COMPANY  
ROCHESTER, NEW YORK

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

75 M POST CARDS SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

PLATE NO. ON FRONT.

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print Handcolor Black & White Proof. Titles—Red, Blue

Screen 120  
133  
150  
175

COLOR DESCRIPTION

SEE SKETCH AND INSTRUCTIONS ATTACHED.

*Drawings rec 8/16/38*

PHOTO RETURNED

TO

PHOTO USED FOR



LAKELAND NEWS CO., LAKELAND, FLA.

NO. 8A-HL303

ORDER NO. 12874

DATE 6-2-1938

12½ M POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. NO

TITLE (IN FULL) CENTRAL AVENUE LOOKING  
EAST WINTER HAVEN, FLA.

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C. T.

DESCRIPTION

LEFT - 1) dull red brick bldg., cement roof trim white window trim and casing.  
2) red brick bldg. white window trim.  
3) gray stucco bldg., Ritz Sign black with white letters. 4) bldg. in center of  
street far background light cream.

RIGHT - 1) light cream bldg., green widow trim, dark clock sign in foreground gold  
with black letters small awning dark green. 2) slightly varig. gray and light  
tan brick bldg., put flag on pole. green window trim, rest cement trim.  
3) dark red brick bldg., white trim. REST) varig. white & cream. Take out  
poles, wires, traffic light, water hydrant, "Paints" sign. (silver color lamp poles.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

yes RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ESTIMATE

Cost Dept. Checked

By JUN 3 1938  
Date JUN 3 1938

OPERATION	EST. TIME	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING - TYPE SET UP		JUN 3 1938	JUN 3 1938
SKETCH			
RETOUCHING	12 5	6-3	6-6
PHOTO-LITHO			
BLUEPRINT STRIPPING OPAQUING	8 39	6-8	6-8
ENGRAVING			
HAND COLOR PROOF	22 1½		7/11/38
ARTIST DEPT.	39 9	6-28	6-29

DATE BLUEPRINT OK'D. DATE Filed

By By

DATE Photo Returned to Customer

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

WAKEOVER

Charge to Dept.

EST. Manager - T. H. ...

Cost Dept.

Handwritten signature

12

84



LAKELAND NEWS CO., LAKELAND, FLA.

NO. 8A-H1304

ORDER NO. 12875

DATE 6-2-1938

12 $\frac{1}{2}$ M	POST CARDS	ART COLOR TONE	FULL FACE
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. I R. M. NO	
TITLE (IN FULL) CIVIC CENTER AT NIGHT ON LAKE MIRROR, LAKELAND, FLA.		IMPRINT SAME AS ABOVE	
In sky		PHOTO PROPERTY OF C. T.	

COLOR DESCRIPTION  
 MAKE LIGHT MOONLIGHT WITH BILLOWY CLOUDS, SHOW MOON. (SEE TISSUE) 1) white. 2) DEEP CREAM, WHITE TRIM, DARK RED ROOF. 3) GRAYISH TAN, WITH LIGHT GRAY BELOW WINDOWS AS INDICATED. 4) DARK GRAY, DULL RED ROOF. 5) CREAMISH TAN, WHITE TRIM, DULL RED ROOF. 6) OFF WHITE. 7) GRAY WALL, DULL GREEN, ROOF. 8) MED. RED BRICK, SHAD DARKER RED ROOF. 9) OFF WHITE, WITH REAL LIGHT WHITE-BLISH TRIM ALONG CORNERS OF BLDG. AND WINDOW CASING, RED TILE ROOF 10) LIGHT CREAM, GRAY TRIM. WALL AROUND LAKE GRAY SANDSTONE OFF WHITE LIGHT PILLARS WITH WHITE LIGHTS LAMP POLES WILVER COLOR, WHITE FLAGPOLE, NICE GREEN LAWN.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
 PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,774

# ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

ESTIMATE  
 JUN 3 1938  
 AND WORK SCHEDULE  
 By [Signature]  
 Date JUN 5 1938

OPERATION	EST. TIME	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP	Clock No. Time Allowed	JUN 4 1938	JUN 4 1938
SKETCH			
RETOUCHING	206 6	6-4	6-10-38
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	82 99	6-10	6-3-38
ENGRAVING			
HAND COLOR PROOF	1 1/2		
ARTIST DEPT.	41 9	6-24-38	6-27-38

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE Filed \_\_\_\_\_

By \_\_\_\_\_ By \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

new photo





LAKELAND NEWS COM, LAKELAND, FLA.

NO. 8A-H1305

ORDER NO. 12875

DATE 6-2-1938

12 1/2 M POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

I

R. M.

NO

TITLE (IN FULL) U. S. POST OFFICE, LAKELAND, FLA.

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SLIGHTLY VARIG. RED BRICK BLDG., CEMENT TRIM BOTH ENTRANCES CREAM ALSO PILLARS. CREAM WINDOW CASING, CREAM FLAGPOLE BALL ON TOP OF FLAGPOLE GOLD. BLDG AT RIGHT: CREAM STONE WITH DARK GREEN WINDOW TRIM AND SILVER FIRE ESCAPE. BLDG. AT LEFT: OFF WHITE. SILVER COLOR LAMP POLES. SMALLER BUSH IN FRONT OF POST OFFICE IS OF A LIGHTER GREEN. GREEN LAWN AROUND POST OFFICE. TAKE OFF FROM FOREGROUND. TAKE OUT TRAFFIC LIGHT & WIRES. WHITE BILLOWY CLOUD EFFECT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

YES to

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

L. W. Bloom  
Postmaster  
Lakeland, Fla

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED.
COMPOSING, TYPE SET UP		JUN 4 1938	JUN 4 1938
SKETCH			
RETOUCHING	5 5	6-9	6-7 5
PHOTO-LITHO			
BLEUPRINT STRIPPING, OPAQUING	8 99	6-8	6-8 14 1/2
ENGRAVING			
HAND COLOR PROOF	32 1 1/2		8-7
ARTIST DEPT.	48 9	6/23/38	6/27/38

DATE BLUEPRINT OR'D \_\_\_\_\_ DATE Filed \_\_\_\_\_

By

By

DATE HAND COLOR PROOF OR'D \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_



R  
proposition

LAKELAND NEWS COL, LAKELAND, FLA.

NO. 8A-H1306

ORDER NO. 12875

DATE 6-2-1938

12 1/2 M POST CCARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. NO

TITLE (IN FULL) HOTEL THELMA, LAKELAND, FLA.

IMPRINT SAME AS ABOVE

*Inky*

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

GRAYISH CREAM BLDG., GREEN TRIM ALL OVER AS INDICATED IN PICTURE, GREEN WINDOW TRIM WITH WHITE CASING GREEN FLOWER BOXES, PUT IN VARIG. FLOWERS. "HOTEL THELMA" SIGN BLACK, WHITE LETTERS, YELLOW TRIM "CAFE" SIGNS - DARK GREEN. WHITE LETTERS. PALACE THEATRE IN BACK, RAINBOW COLORED SIGN, BLDG. WHITE, RED TOP ROOF LINE. TAKE OUT CAR ENDS TO RIGHT ALSO SIGN, ALSO TRAFFIC LIGHT & WIRES. BUSHES TO RIGHT HAVE PINK BLOSSOMS. WHITE BILLOWY CLOUDS IN SKY. LIGHT POLES SILVER. TAKE OFF FROM FOREGROUND.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

ESTIMATE

Est. Dept. Cleared

By JUN 4 1938

By JUN 4 1938

ESTIMATE  
AND WORK SCHEDULE

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Click No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 4 1938	JUN 4 1938
SKETCH				
RETUCHING	14	6	6-4	6-78
PHOTO LITHO				
BURN IN STRIKING, OPAQUING	88/9		6-8	6-9 1938
ENGRAVING				
HAND COLOR PROOF	213	1 1/2		10 1938
APPROX. DEPT.	216	10	6-23	6-25

DATE RECEIVED OK'D DATE Filed

By

DATE Photo Returned to Customer



LAKE LAND NEWS CO., LAKE LAND, FLA.

NO. 8A-H1307

ORDER NO. 12875

DATE 6-2-1938

12 1/2 M POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) NATIONAL HOME OF THE  
CARPENTERS AND JOINERS OF AMERICA,  
LAKE LAND, FLA.

*In sky*

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

COLORS : --- BLDG. GRAY STUCCO WITH CREAM TINT, GREEN WINDOW TRIM. ROOF VARIG.  
LIGHT AND DARK RED. THREE DOMES COPPER COLOR. HEDGE LIGHT GREEN. MAKE SHRUBS  
VARIG. LIGHT AND MED. GREEN. WHITE LAMP POSTS.

SEE TISSUE ATTACHED ALSO.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL. PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS U. PAT. NO. 1,750,775

Executive Ok of Estimate

By

ESTIMATE

Cost Dept. Checked

Date

JUN 2 1938

AND WORK SCHEDULE

By

Date

JUN 4 1938

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 4 1938	JUN 4 1938
SKETCH				
RETOUCHING	52	3	6-4	6-7-8
PHOTO LITHO				
BLUEPRINT STRIPPING, OPAQUING	82	87	6-8	6-8-18
ENGRAVING				
HAND COLOR PROOF	31	1 1/2		
ARTIST DEPT.	21-2	8 1/2		6-24

DATE BLUEPRINT OK'D.

DATE Filed

By

By

DATE HAND COLOR PROOF

DATE Photo Returned to Customer

ATTENTION!

Subjects on order for this customer. Please see to it that all prints or negatives are uniform and colors are in harmony with each other to make an attractive set.

17. 85



*Merri D.*

NO. 8A-HL308

LAKELAND NEWS CO., LAKELAND, FLA.

ORDER NO. 12875

DATE 6-2-1938

12 1/2 M POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. NO

TITLE (IN FULL) THE NEW COMMUNITY TOURIST  
CENTER BUILDING, LAKELAND, FLA.

IMPRINT SAME AS ABOVE

*In sky*

PHOTO PROPERTY OF C. T.

COLOR DESCRIPTION

GRAY STUCCO BLDG., WINDOW CASING GREEN, GREEN ROOF TRIM, WHITE DOOR AND GLASS CAS.  
ENTRANCE RED BRICK BRING OUT CEMENT COLORS BETWEEN BRICK. LIGHTS AT ENTRANCE COPPER  
WITH WHITE GLASS. SMALL ABOVE DOOR RED. ROOFS VERY SLIGHTLY VARIG. RED AND  
TAN SLATE. GRAY CHIMNEY, COPPER RAINDPIPES. GREEN PORCH RAILING AND RED BRICK STEPS  
WHITE FLOWER BUSH CLOSE TO CENTER OF BLDG. FLOWER BUSHES AT LEFT CENTER VARIG. ~~WHITE~~  
BUSHES OF WHITE, PURPLE, GOLD, YELLOW, PINK FLOWERS. MAKE A NICE GREEN LAWN BILLOWY  
CLOUD EFFECT. TAKE OUT WOODEN SHACK AT LEFT TO PIPES RIGHT CENTER. MAN KNEELING AT  
RIGHT, SPANISH MOSS & LEAVES TOP CENTER. AZALEAS BUSHES IN IMMEDIATE FOREGROUND  
PINK BLOSSOMS.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

# ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

*Estimate*

## ESTIMATE

By *CJ*  
Date JUN 3 1938

AND WORK SCHEDULE

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 4 1938	JUN 4 1938
SKETCH				
RETOUCHING	51	3	6-9	6-7 50
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	89		6-8	6-8 45
ENGRAVING				
HAND COLOR PROOF	125	1 1/4		9 7 1/2
ARTIST DEPT.	214	8		

DATE PRINT OK'D \_\_\_\_\_ DATE Filed \_\_\_\_\_

By \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

*(Handwritten mark)*

*85*



DATE 6-2-1938

DISTRIBUTED BY WARNER PHOTO SHOP, NEW CASTLE, PA.

12 $\frac{1}{2}$  M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE, UPPER, LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No.

I

R. M.

YES

IMPRINT

SAME AS ABOVE

TITLE (IN FULL) BOAT PAVILION AND LANDING,  
PYMATUNING LAKE, CRAWFORD COUNTY, PA.  
AND ASHTABULA COUNTY, OHIO

PHOTO PROPERTY OF

CUSTOMER

### COLOR DESCRIPTION

BLDG. LIGHT GRAY. WHITE DOORS AND SASH. BROWN AND SLATE ~~MATERIAL~~ MODELED ROOF  
SHOW FLAG ON POLE. BOATS WHITE. GRAY PIER. MAKE GREEN LAWN ALONG FRONT OF BLDG.  
SHOW FLAG ON POLE. USE GOOD STRONG BALANCED COLORS.

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,775

## ESTIMATE AND WORK SCHEDULE

Bu

Date \_\_\_\_\_

OPERATION	EST. TIME Clock No.	Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP			JUN 3 1938	JUN 3 1938
SKETCH				
RETOUCHING	9	1 1/2		
PHOTO-LITHO	14		61-6	6-9
BLUEPRINT STRIPPING, OPAQUING				
ENGRAVING				
HAND COLOR PROOF	31	1 1/2	6-1	
ARTIST DEPT.	25	8		6-20

DATE FULPRINT CK'D \_\_\_\_\_

DATE Filed \_\_\_\_\_

DATE \_\_\_\_\_ FOR F.O. F.C. \_\_\_\_\_

7-11-1943 Theraps R. moved to C. 100000

# RECOVER

6. SPEC ART

	HC	1/✓
--	----	-----



DISTRIBUTED BY WARNER PHOTO SHOP, NEW CASTLE, PA.

NO. 8<sup>A</sup>-H1310

ORDER NO. 12878

DATE 6-2-1938

12½ M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO.

I

R. M.

YES

TITLE (IN FULL) PYMATUNING DAM, LARGEST  
IN PENNSYLVANIA, CRAWFORD COUNTY, PA. AND  
ASHTABULA COUNTY, OHIO

IMPRINT SAME AS ABOVE

3B14837

PHOTO PROPERTY OF

C. T.

COLOR DESCRIPTION

GATE HOUSE GRAY AND BROWNISH STONE MIXED - DARK RED ROOF. GRAY AND BROWNISH MIXED  
STONE WALL. DARK DRIVE. MAKE ~~SMOOTH~~ SMOOTH GREEN LAWN ON LEFT. REMOVE BARE ~~XTRE~~  
SPOTS. MAKE WATER BLUE. USE GOOD STRONG BALANCED COLORS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE

JUN 3 1938

WORK SCHEDULE

JUN 3 1938

OPERATION	EST. TIME		DATE ENTER D DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 3 1938	JUN 3 1938
SKETCH				
RETOUCHING	9	1	6 - 3	6 - 6 5
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	82/89		6 - 6	6 - 7 1/2
ENGRAVING				
HAND COLOR PROOF	31	1 1/4		
ARTIST DEPT.	213	7 1/2	6-16-38	6-17-38

DATE BLUEPRINT CK'D

DATE Filed

By

By

DATE HAND COLOR PROOF CK'D

DATE Photo Returned to Customer

84



NO. 8A-H1311

DISTRIBUTED BY WARNER PHOTO SHOP, NEW CASTLE, PA.

ORDER NO. 12878

DATE 6-2-1938

12<sup>3</sup> M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I

R. M.

YES

TITLE (IN FULL) TWO MILE BRIDGE ACROSS  
PYMATUNG LAKE BETWEEN ESPYVILLE, PA.  
AND ANDOVER, OHIO.

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF

C. T.

COLOR DESCRIPTION

WHITE FENCE. DARK ROAD. SHOW LAKE ON EACH SIDE OF ROAD

USE GOOD STRONG BALANCED COLORS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

XI

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,754,773

ESTIMATE

Cust. Dept. Checked

By

Date

WORK SCHEDULE

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 3 1938	JUN 3 1938
SKETCH				
RETOUCHING		1 1/2	6-3	6-6
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	83	19	6-7	6-7 1/2
ENGRAVING				
HAND COLOR PROOF	32	1 1/4		6-8
ARTIST DEPT.	217	6 1/2	June 21, 1938	June 22, 38

DATE BLUEPRINT ORD. \_\_\_\_\_ DATE Filed \_\_\_\_\_

By

By

DATE HAND COLOR PROOF \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.



DISTRIBUTED BY WARNER PHOTO SHOP, NEW CASTLE, PA.

NO. 8-H1312

ORDER NO. 12878

DATE 6-2-1938

12<sup>1</sup>/<sub>2</sub> M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. YES

TITLE (IN FULL) FISH BOWL AND GAME PRESERVE  
UPPER PYMATUNING LAKE

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C. T.

COLOR DESCRIPTION

SHOW REAR SCENERY CLEAR AND GREEN. MAKE WATER BLUE. INSERT OR SET IN  
DUCKS SO THEY WILL LOOK NATURAL IF POSSIBLE.

USE GOOD STRONG BALANCED COLORS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ESTIMATE

Cost Dept. Checked

JUN 3 1938

AND WORK SCHEDULE

By

Date JUN 3 1938

OPERATION	EST. TIME	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 3 1938	JUN 3 1938
SKETCH			
RETOUCHING	4	3-3	2-9
PHOTO LITHO			
BLENDING, STRIPPING, OPAQUING	82	6-9	6-9
ENGRAVING			
HAND COLOR PROOF	32	1/4	6-13
ARTIST DEPT.	216	7/4	5-21

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Proof Sent to Customer

R.

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.



DISTRIBUTED BY WARNER PHOTO SHOP, NEW CASTLE, PA.

NO. 8A-H1313

ORDER NO. 12878

DATE 6-2-1938

12 <sup>1</sup> M POST CARDS	ART COLORTONE	WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER.)	FRONT NO. I	R. M. YES
TITLE (IN FULL) BOAT LANDING PYMATUNING LAKE	IMPRINT SAME	AS ABOVE
PHOTO PROPERTY OF C. T.		

COLOR DESCRIPTION

FIRST BOATS BROWN OR MAHOGANY BROWN. SECOND ROW OF BOATS WHITE. GRAY PIER  
MAKE SMOOTH GREEN LAWN IN FOREGROUND  
USE GOOD STRONG BALANCED COLORS.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,779

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

## ESTIMATE

Cost Left Checked

By

Date

JUN 3 1938

## WORK SCHEDULE

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 3 1938	JUN 3 1938
SKETCH			
RETOUCHING	9 2	6-3	6-7 56
PHOTO-LITHO			
BLEUPRINT STRIPPING, OPAQUING }	82	6-8	6-8 1/2
ENGRAVING			
HAND COLOR PROOF	125 1 1/2		10 June
ARTIST DEPT.	215 8	6-16	6-20

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE Filed \_\_\_\_\_

By

By

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

DATE Photo Returned - Customer \_\_\_\_\_

9

ST  
84



THE CAMERA SHOP, PORT ARTHUR, ONTARIO

NO. 8A-H1314

ORDER 13997

DATE 6-3-1938

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 22 R. M. NO

TITLE (IN FULL) KAKABEKA FALLS, ONTARIO;

IMPRINT SAME AS ABOVE

CANADA HEIGHT 119 FEET

Put in stamp space  
Place Stamp Here  
Made in U.S.A

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

GREY SLATE ROCK

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ESTIMATE

AND WORK SCHEDULE

Cost *By* *By*

By

Date

OPERATION

EST. TIME

Check No. Time Allowed

DATE ENTERED DEPT.

DATE COMPLETED

COMPOSING, TYPE SET UP			AUG 51938	AUG 51938
SKETCH				
RETOUCHING		2		
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	82		8-17	8-18 N.Y.
ENGRAVING				
HAND COLOR PROOF	226	1 1/2		8-22
ARTIST DEPT.	216	9	9-8	9-9

DATE BLUEPRINT OK'D

DATE Filed

By

MAKEOVER

LV ✓

REPRO

PHOTO

COPIES

ART

ENGRAVING

AUG 26 1938

HC 1/2

*Signature*



NO. 8A-H1315

ORDER NO. 13397

DATE 6-3-1938

12 M 500 POST CARDS

ART COLO RTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) KAKABEKA FALLS, ONTARIO,  
CANADA HEIGHT 119 FEET

FRONT NO.

(ALL OF THIS ON THE ADDRESS SIDE)

R. M. NO

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF

CUSTOMER

### COLOR DESCRIPTION

GREY SLATE ROCK

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

**YES** RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (1). PAT. NO. 1,297,777

## ESTIMATE

By

### AND WORK SCHEDULE

Date \_\_\_\_\_

OPERATION	EST. TIME C. d. No. Time allowed		DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE, SET UP			AUG : 51938	AUG : 51938
SKETCH				
RETOUCHING	9	3		
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING }	891		8-16	8-18
ENGRAVING				
HAND COLOR PROOF	225	1 1/2		22 Tray
ARTIST DEPT.	202	9	9-8-38	9-9-38

DATE BLUEPRINT OK'D. \_\_\_\_\_

DATE 11-1-54

1

DATE HAND COLOR PROOFED

DATE \_\_\_\_\_

9

5  
183

## ATTENTION!

order for this to occur, I can see to it that all the alternatives are uniform. The alternatives are in harmony with each other to make an additive set.



THE CAMERA SHOP, PORT ARTHUR, ONTARIO

NO. 8A-H1316

ORDER No. 13397

DATE 6-3-1938

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2 X R. M. NO

TITLE (IN FULL) NANNA-BIJOU, THE SLEEPING  
GIANT OF THUNDER BAY, PORT ARTHUR,  
ONTARIO, CANADA

IMPRINT SAME AS ABOVE

*Put in stamp space*  
*"Place Stamp Here"*  
*Made in U.S.A.*

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

DO NOT CLEAR OUT SKY AS WE WANT TO MAKE SURE OUTLINE OF GIANT  
IS NOT DESTROYED

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (11) PAT. NO. 1,799,779

ATTENTION!

Subject on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE

By

Date

Date

AUG 15 1938

AUG 15 1938

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			AUG : 51938	AUG : 51938
SKETCH				
RETOUCHING		6		
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	89		8-18	8-19 1938
ENGRAVING				
HAND COLOR PROOF	228	1 1/2		8-22
ARTIST DEPT.	303	10	8-26	8-29

DATE ESTIMATE OK'D

DATE Filed

By

DATE ESTIMATE OK'D

DATE Filed to Customer

7

183







YANKEE STORE, BERMUDA

NO. 8A-H1318

ORDER NO. 13413

DATE 6-3-1938

6 M POST CARDS (ALL OF THIS ON THE PICTURE SIDE)	ART COLORTONE (ALL OF THIS ON THE ADDRESS SIDE)	FULL FACE
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. SPEC. R. M. NO	
TITLE (IN FULL) SEASON'S GREETINGS FROM BERMUDA	PRINT SAME AS ABOVE	
PRIVATE NO. BEFORE IMPRINT: 253	PLATE NO. ON FRONT.	
	PHOTO PROPERTY OF C.T.	

COLOR DESCRIPTION

SEE SKETCH. USE PART OF CARD 7A-H3117.  
ALSO BEACH SCENE OF 5A-H1932.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,759,775

Estimate OK of Estimate  
By JUN  
Date  
ESTIMATE  
AND WORK SCHEDULE  
OPERATION  
Clock No. Time Allowed  
COMPOSING TYPE SET UP JUN-8-1938 JUN-8-1938  
SKETCH 7  
REPRODUCTION  
PHOTOGRAPHY  
BURNING 82 6-3 6-4-11  
INLAYING  
FURNISHING OF 225 1 1/2  
25 9

DATE REPORT CND

DATE FILED

8/20/38

By

Doc Return to Customer



DATE 6-3-1938

6 M POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO SPEC.

R. M.

NO

TITLE (IN FULL) GREETINGS FROM BERMUDA

IMPRIN SAME AS ABOVE

PRIVATE NO. BEFORE IMPRINT: 254

PLATE NO. ON FRONT.

COLOR DESCRIPTION

PHOTO PROPERTY OF

C. F.

~~SEE SKETCH. USE PART OF CARD 8A-M256.~~

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

**YES** RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,775

ESTIMATE  
JUN -8 1938  
AND WORK SCHEDULE

Cos. 20. 10. 11

B3

DATE BLU PRINT OK'D.....

DATE *Film*

B4

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

五

# MAKEOVER

Char. to Rock Dept.

LST, Makeover Time Required

[illegible]

55  
Small bag



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H1320 ORDER NO. 13447 DATE 6-3-1938

CUSTOMER HOFFMAN & YB&K  
MILWAUKEE, WISCONSIN

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M 500 POST CARDS SIZE

3 1/2 x 5 1/2

STYLE ART COLOR TONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full

CROSBY SQUARE AUTHENTIC FASHIONS

FRONT NO. 5

R. M.

Yes No

R.M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE SKETCH AND LAYOUTS ATTACHED.

make red impression

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

DIAL No. 8A-M1321 ORDER NO. 13446

DATE 6-3-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25<sup>M</sup> POST CARDS SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full CROSBY SQUARE AUTHENTIC FASHIONS

FRONT NO. 5  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C.T. Imprint No Imprint

PLATE NO. ON FRONT.

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE SKETCH AND LAYOUTS ATTACHED.

make red impression

MAKEOVER

Charge to CUSTOMER Dept.

1. Makeover Time Required

RETOUCHING

PROOF

CLIPPING

1. Makeover Time Required

HC 1/2

PHOTO RETURNED

TO

PHOTO USED FOR

Red 5  
10 1/2  
- 11

gy

\$3.00

HC - 1/2

X



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H1 322 ORDER NO. 13446 DATE 60301938

CUSTOMER Hoffman v York

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS SIZE 3 1/2 x 5 1/2

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full CROSBY SQUARE AUTHENTIC FASHIONS

STYLE ART CO LO R D NE FULL FACE

(All of this on address side)

FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

PLATE NO. ONFRONT.

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE SKETCH AND LAYOUTS ATTACHED.

MAKEOVER

CUSTOMER

Dept.

Est. Minimum 1 in. required

TOO MUCH	2 1/2	Time Required in Case Dept.
ESTIMATED		
DATE		

HC 1/2

PHOTO RETURNED

TO

PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

2,500—1-2-38

402  
422  
488  
353

R-2 1/2  
HC-1/2

offered 4/10/38



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H1323 ORDER NO. 13448

DATE 6-3-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

CUSTOMER  
HOFFMAN & YORK  
MILWAUKEE, WISCONSIN

Photos for  
this Customer

25 M POST CAR DS SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full THE BOOTH SHOE

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

PLATE NO. ON FRONT

RETOUCHING DEPARTMENT  
Submit Sketch Layout Retouched Photo Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE SKETCH AND LAYOUTS ATTACHED.

make red impression

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

227

712

243

210

717

7



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H1324 ORDER NO. 14093 DATE 6-22-1938

CUSTOMER CRANBERRY LODGE RESTAURANT  
ROUTE 31  
CRANBERRY LAKE, N. J.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12½ post cards SIZE 3½ x 5½

STYLE PHOTO COLORIT WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full CRANBERRY LODGE RESTAURANT —  
ROUTE 31 CRANBERRY LAKE, NEW JERSEY

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
~~Submit~~ Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout AT RIGHT OF BUILDING — ELIMINATE  
ASH CANS AND THE OBLONG OIL TANKS. ELIMINATE  
SMALL SECTION OF LOW BUILDING AT THE EXTREME  
LEFT OF PICTURE.

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

BUILDING - COLOR CHOCOLATE BROWN. THE TRIM IS BUFF. - SIGN EXTENDED FROM BUILDING - THE FRAME  
IS BROWN - BUFF BACKGROUND - BLACK BETTERS. ROOF - MAROON. CHIMNEYS - COMMON BRICK RED. -  
VENT PIPES - RED. TRELLIS GATEWAY AT LEFT OF BLDG. - WHITE LOW FENCE AT LEFT - WHITE. THE STONE  
WALL AROUND TREE IN FRONT ARE NATURAL COLOR FIELD STONES. CHAIRS - SOME HAVE ORANGE COLOR SEATS  
AND BACKS WITH PEA GREEN SEAT/DARK FRAMES. OTHERS HAVE PEA GREEN SEATS AND BACKS WITH ORANGE  
FRAMES ALTERNATE THEM. SHRUBBER/POTS - CHOCOLATE BROWN. SHOW THE CEMENT WALK DIRECTLY IN  
FRONT OF BUILDING. THE SPACE BETWEEN THE BUILDING AND ROAD IS GRAVEL. ROAD IS MACADEM.  
SIGN AT HIGHWAY - WHITE - LETTERING TOP LINE - RED. ALL OTHER LINES - BLACK. CUSTOMER REQUESTS  
ACTION.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

#44



SANBRON SOUVENIR CO., DENVER, COLO.

NO. 8A-H1325

ORDER NO. 13431

DATE 64-1938

12 M 500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 3

R. M. YES

IMPRINT SAME AS ABOVE

TITLE: KENDALL COMMUNITY HOUSE AND  
MIRAMONTE DINING ROOM, MONUMENT LAKE  
PARK, NEAR TRINIDAD, COLO. + Am. Encl.  
PRIVATE NO. BEFORE TITLE: 2329

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

BLDGs. ADOBE COLOR. WINDOW TRIM: INDIAN BLUE. WOODWORK: LOG COLOR.  
MINIMIZE ROCKS & RIDGE ETC. BETWEEN SIDES OF ROAD. TAKE OUT BLDG.  
SHOWING BEYOND LEFT EDGE OF FARTHER BLDG.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,774

ESTIMATE  
AND WORK SCHEDULE  
By [Signature] Cost Dept. Checked [Signature]  
Date 7-19-38 Date 11-11-38

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COLOR SETTING, TYPE SET UP			JUN - 7 1938	JUN - 7 1938
SKETCH				
RETOUCHING	9	2	6-7	6-11
PHOTO-LITHO				
BLUEPRINT STRIKING, OPAQUING	22	1/2	6-10	6-12
ENGRAVING				
HAND COLOR PROOF	25	1/2		
ARTIST DEPT.	25	8h		6-28

DATE BLUEPRINT OK'D. \_\_\_\_\_ DATE Filed \_\_\_\_\_

DATE AND BY WHOM PROOF SENT \_\_\_\_\_

By \_\_\_\_\_

93

89

ATTENTION!

Subjects on order for this customer. Please see to it that all positives or negatives are uniform and colors are in harmony with each other to make an attractive set.



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

C U S T O M E R  P H O T O P R O P E R T Y O F C T. & C O.  N O  Y E S  R E T U R N P H O T O	DIAL NO. 8A-H1326	ORDER NO. 13441	DATE 6-4-1938	DEPT. RETOUCHING ENGRAVING PHOTO LITHO COMPOSING LITHO ART	DATE COMPLETED	Photos for this Customer	P H O T O R E T U R N E D  T O  P H O T O U S E D F O R	
	CUSTOMER KRAMER SERVICE McCOMB, MISSISSIPPI		6 M POST CARDS		SIZE 3 1/2 x 5 1/2			STYLE PHOTO COLORIT WHITE BORDER
	PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout		FRONT NO. 5		(All of this on address side) R. M. <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
	Title in Plate Yes No Copyright in Plate Yes No		R. M. to cover part of Mess. Space, entire Mess. Space, entire Front		Trade Mark Yes No Special type as sample			
TOP. MC BOLSON HOTEL CAFE, Mc COMB, MISS		IMPRINT: Customer		C. T. Imprint		No Imprint		
BOT. AIR-CONDITIONED								
RETOUCHING DEPARTMENT								
Submit — Sketch — Layout — Retouched Photo — Wash Drawing				Negative — Line — Halftone — Combination. 120				
Follow Layout				Dry — Wet — Pancromatic — Color Separation. 133				
				Transfer — Paper Process — New Process. 150				
				Stripping — White Border — Full Face. 175				
				Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue				
SEE TISSUE ATTACHED. COLOR DESCRIPTION								

Ref 9  
210 134  
A 12

27

103



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
C. T. & CO.  
—  
PHOTO PROPERTY OF

DIAL NO. 8A-H1328 ORDER NO. 12929 DATE 6-3-1938

CUSTOMER CUBA'S SPANISH TAVERN  
1147 SPRINGWOOD AVENUE  
ASBURY PARK, NEW JERSEY

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 1/2 M BUSINESS CARDS SIZE 3 1/2 x 2 5/16

STYLE PHOTO COLORIT WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full CUBA'S NIGHT CLUB — ASBURY PARK,  
NEW JERSEY

FRONT NO. none (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

MAKE NEW BLACK ~~PL~~ NEGATIVES

REDUCE COLOR PLATES NO. 8A-H1195

NO  
YES  
RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



HERSHEY DEPARTMENT STORE, HERSHEY, PA.

NO. 8A-HI 329

ORDER No. 12938

DATE 6-6-1938

12<sup>1</sup>/<sub>2</sub> M POST CARDS C. T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) COMMUNITY INN, HERSHEY,  
PA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 1

R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

XXXXXXXXXXXXXXXXXX 31  
WHITE COLUMNS, TRIM & DOORS AND WINDOWS. GRAY W  
WINDOWS BASES? PANELS AND BUILDING BASE. GRAY COPY AT TOP OF BUILDING. COPPER MARKER AT CORNER. BLACK IRON RAILINGS. GREEN SIGN--  
WHITE LETTERS. RED NEON SIGN IN SCRIPT READING "DRUGS" ON FRONT  
CORNER WINDOW IN POSITION SHOWN ALSO IN SAME POSITION ON SIDE WINDOW  
BUT NEED NOT SHOW MUCH ON SIDE EXCEPT RED. LIGHT GRAY STREET &  
WALK. GREEN GRASS & SHRUBERY IN ISLAND. YES

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

## ESTIMATE

Cost Dept. Checked

## AND WORK SCHEDULE

By

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN-7 1938	JUN-7 1938
SKETCH				
RETOUCHING	12	4	6-7	6-8 SC
PHOTO LITHO				
BLUE PRINTING, OPAQUING	8 1/2		6-9	6-9 LT.
ENGRAVING				
HAND COLOR PROOF	21	1 1/2	6-13	6-13
ARTIST DEPT.	63	8 3/4	7/6/38	7/9/38

DATE BLUEPRINT OK'D.

DATE Filled

DATE PHOTO RETURNED TO CUSTOMER

By

DATE Photo Returned to Customer

## MAKEOVER

Charge to

EST. Makeover Time Required

1	Time Required in Cost Dept.
1	
1 1/2	



STANLEY A. PILTZ COMPANY, SAN FRANCISCO, CALIF.

NO. 8A-H1330

ORDER NO. 13482

DATE 6-6 1938

12<sup>M</sup> 500 POST CARDS C.T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: LEFT UPPER, LOWER, CENTER - BORDER.

FRONT NO. 6

R. M. YES

TITLE (IN FULL) LEONATRA'S NEEDLE AND PLANETARIUM IN ROSICRUCIAN PARK, SAN JOSE, CALIFORNIA

IMPRINT SAME AS ABOVE

PRIVATE NO. AT EXTREME RIGHT IN UPPER BORDER: 462

SMALL TYPE: (C) STANLEY A. PILTZ

USE GOTHIC TYPE.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE AND CARDS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO. YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

# ATTENTION!

order for this material. Please see to it that all negatives are uniform and colors are in harmony with each other to make an attractive set.

## ESTIMATE

Cost Dept. Checked

By

1938 WORK SCHEDULE

Date

OPERATION	EST. TIME Click No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN-7 1938	JUN-7 1938
SKETCH			
RETOUCHING	5	6-7	6-9 SC
PHOTO-LITHO			
BLUEPRINT STRIKING OPAQUING	22 99	6-10	6-13 14d.
ENGRAVING			
HAND COLOR PROOF	22 1 1/2		14 June
ARTIST	25 9		

DATE

DATE Filed

By

DATE Photo Returned to Customer

7

7-11-89



NO. 8A-H1331

STANLEY A. PILTZ COMPANY, SAN FRANCISCO, CALIF. ORDER NO. 13483

DATE 6-6-1938

12 M 500 POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.  
**ROSE-CROIX SCIENCE**  
**THE HEDLEY, ROSICRUCIAN PARK, SAN**  
**JOSE, CALIFORNIA**  
PRIVATE NO. EXTREME RIGHT IN  
UPPER BORDER: 461  
SMALL TYPE: (C) STANLEY A. PILTZ  
USE GOTHIC TYPE.

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 6 R. M. YES  
IMPRINT SAME AS ABOVE

*Print no to line of 1-461*

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION SEE TISSUE AND CARDS ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO. YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

## ESTIMATE

Cost Dept. Checked

DATE JUN 10 1938 AND WORK SCHEDULE

By Date

OPERATION	EST. TIME Clock No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSITION FOR SET UP		JUN 7 1938	JUN 10 1938
SET UP			
REDUCTION	7	6-11	6-11
PHOTOGRAPH	8	6-10	6-14
ENGRAVING	226		
PRINTING	7		14 7-5-9
ARTIST COST	219	9-12	9-14

DATE 10 1938 DATE 10 1938

DATE 10 1938 DATE 10 1938

DATE 10 1938 DATE 10 1938

## ATTENTION!

See to it that all colors are uniform and in harmony with each other to make an attractive set.

## MAKEOVER

Change to 1/1 Date

1/1 1/1 1/1 1/1

RETRAY

PROTON

COMES

ART DEPT. HC 3/4

BY 1/1

## MAKEOVER

Change to 1/1 Date

1/1 1/1 1/1 1/1

RETRAY

PROTON

COMES

ART DEPT. HC 1/1

BY 1/1

AUG 8 1938

93



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. <sup>H</sup> 8A1332 ORDER NO. 12934 DATE 6-6-1938

CUSTOMER <sup>A</sup> regas cafe  
318 W. GAY STREET  
KNOXVILLE, TENN.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12½ M POST CARDS SIZE 3½ x 5½

STYLE PHOTO COLORIT WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full ☒ REGAS CAFE KEEPS UP TRADITION  
OF GOOD FOOD  
THE HOME OF THE SIZZLING STEAKS

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor — Black & White Proof. Titles—Red, Blue

BLOCK OUT WATER SPRINKLER SYSTEM PLUGS  
IN CEILING

EXTERIOR VIEW  
TO THE LEFT

Also follow inst sheet for car in sketch

COLOR DESCRIPTION

TILE FLOOR CENTER #14 DIVISION LINE #31 CROSS CORNERS BLACK, SMALL CENTER  
SQUARE #16. COLOR SCHEME INTERIOR VIEW AS 8A-M254 ATTACHED. SAVE WALLS COLOR  
#11 CEILING WHITE. EXTERIOR BLACK TRIMED WITH ALUMINUM. SIGN NEON,  
BLACK CENTER GREEN BORDER #8. ALL INTERIOR WOOD WORK #28. BAKE BAR STAINLESS STEEL AND WHITE ENAMEL AS PHOTO SHOWS. ENCLOSED STICKER  
FRONT CENTER AT BOTTOM

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO  
YES  
RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



29

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

DIAL No. 8A-H1333 ORDER NO. 12950 DATE June 7, 1938

CUSTOMER MITCHELL MFG. CO.  
FORT SMITH, ARK.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLEART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full MR. MOTORIST - ENJOY COOL COMFORT!  
WITH MITCHELL AIR COOLED SEAT CUSHIONS  
ETC. AS PER SKETCH.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

FOLLOW SKETCH ATTACHED.

make red impression  
Make DK. Blue impression

PHOTO RETURNED

TO

PHOTO USED FOR

1 Reg. 100 5-7  
L.O. 7  
Ret. 8  
H.C. 1 1/2  
Lat 9 1/2

Do you want

X

3

10



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 8A-H1334 ORDER NO. 12953 DATE 6-7-1938

CUSTOMER MARKEN & BIELFELD  
FREDERICK? MARYLAND

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS SIZE ~~XXXXXX~~ART 3 1/2 x 5 1/2 STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full HOTEL HANCOCK, DIRECTLY ON U.S. 40,  
HANCOCK, MARYLAND

FRONT NO. 14 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C.T. Imprint No Imprint

Plate no on front

RETOUCHING DEPARTMENT  
Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print Handcolor Black & White Proof. Titles—Red, Blue

You will, of course, have to crop the front of  
the picture in order to get the entire building  
into your picture, and we leave this up to your  
own judgement as to what should be removed.

COLOR DESCRIPTION

The building is made of a dark buff colored brick and ornamented with white or ivory concrete  
trimmings. Roof is gray slate color. The little cupola on top is the same color as the building  
itself. The storm door is white and the electric sign in front is a deep navy blue with  
white lettering. All of the wood work is painted tan color, including the stairs that lead  
from the second floor to the street level and the bay windows along the side of the building.  
The iron railing on the second floor and on the stairs leading toward the street is black.  
The front wall, under the arches on the second floor, back of the porch, is painted an ivory color.  
Y

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR



R.

ROBBINS-TILLQUIST CO., SPOKANE, WASH.

NO. 8A-11335

ORDER NO. 13512

DATE 6-6-1958

12 M500 POST CARDS

C.T. ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. X 3 R. M. NO

TITLE (IN FULL) SURFACE PLANT, SUNSHINE MINING  
COMPANY, KELLOGG, IDAHO

IMPRINT SAME AS ABOVE  
~~PLATE NO. ON FRONT.~~

SMALL TYPE LOWER BORDER: PHOTO BY TABOR'S

PRIVATE NO. BEFORE TITLE: 1512

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

COLOR OF MAIN PART OF BLDGS., ROOF ON BUILDINGS, HOIST OR DERRICK, WATERTANK:  
SILVER WHITE (ALUMINUM PAINT) BLDG. IN CENTER OF PHOTO DARKER LOOKING THAN  
OTHERS IS: TILE CONSTRUCTION (RED BROWN) WITH GREEN ROOF. THE BLDGS. MARKED  
WITH AN X ON PHOTO HAVE GREEN ROOFS AND YELLOW WALLS. THE EARTH EXPOSURES ARE  
CLAY COLOR, YELLOW BROWN. THE ROADWAYS IN LOWER CENTER ARE DARKER HAVING AN OIL  
COAT, SEE A LIGHTER PRINT SHOULD BE USED BOTH TO WHITEN UP THE ALUMINUM  
PAINTED BUILDINGS AND TO GIVE A LIGHTER GREEN TO WOODED HILLSIDE. HILLS ARE

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

COLOR LIKE CARD 5A400 ATTACHED.  
CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,297,775

Estimate

By

Date

JUN 10 1938

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By

Date

JUN 10 1938

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 10 1938	JUN 10 1938
SKETCH		38		
RETOUCHING		5		
PHOTO LITHO				
B. L. & W. PROOF	82		6-14	6-14
ENGRAVING				
HAND COLOR PROOF	225	1 1/2		
ARTIST DEPT.	63	9	6/23/38	6/25/38

338

DATE BLUEPRINT OK'D

DATE Filed

DATE HAND COLOR PROOF OK'D

By

DATE Photo Returned to Customer

By



NO. 2A-H1336

DISTRIBUTED BY WINONA NEWS CO., WINONA, MINN.

ORDER No. 13524

DATE 6-6-1938

6 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT No. 1

R. M. NO

TITLE (IN FULL) SUGAR LOAF, WORLD RENOWNED,  
HIGHWAY 14 AND 61

IMPRINT SAME AS ABOVE

VOT-GATEWAY TO NATION'S SUMMER PLAYGROUND,  
WINONA, MINN.

SMALL TYPE: (NATIONAL VIEW CO.)

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

IT IS NOT NECESSARY TO SHOW THE GAS PUMPS OR ANY SUCH AS THE MAIN INTEREST IN  
THE CARD WILL BE THE SUGAR LOAF HILL, THE HOT FISH SHOP, AND THE AUTOMOBILES  
SO SHALL LEAVE THE REST UP TO YOU WHICH SHOULD BE OF INTEREST ON THE CARD.  
TRANSFER CARS ON PHOTO NO. 2 TO PHOTO NO. 1.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOLOR PROOF **YES**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

4CH438

P 11

3B H743

Photo

**ESTIMATE**  
By                      Date JUN 8 1938  
Job JUN 2 1938 WORK SCHEDULE

OPERATION	EST. TIME		TIME ENTERED	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN - 2 1938	JUN - 8 1938
RETOUCHING	7	6	6-8	6-10 31
PHOTO LITHO				
B. L. & W. PROOF	8 1/2		6-13	6-13 45
ENGRAVING				
HAND COLOR PROOF	22 1/2	1 1/2		14 June
ARTIST DEL.	36	8 1/2	6-22	6-29-38 F.W.

DATE BLUEPRINT ORD

DATE I led

DATE HAND COLOR PROOF ORD

By

DATE Photo Returned to Customer

By

small tag 94



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H1337 ORDER NO. 12964 DATE 6-7-1938

CUSTOMER S. F. EHMANN - OWNER  
"MAYFLOWER COLONY" ROUTE 1  
LARGO, FLORIDA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12½ M POST CARDS SIZE 3½ x 5½

STYLE ART COLORTONE WHITE BOR

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full TOP — "A COLONY OF DISTINCTION"

BOT :- MAYFLOWER COLONY — HIGHWAY 64 —

BETWEEN CLEARWATER AND ST.

PETERSBURG, FLA.

In left border — Photograph by R. Kendall

RETOUCHING DEPARTMENT Williams

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

(HOUSES) — HAVE WINDOWS BOXES WITH MIXED FLOWERS, WHILE DOORWAYS HAVE  
VINES SUCH AS : BOGIANVILLE, ~~XXXX~~ VARIOUS COLORED VINES  
FLAME VINE.

ROOFS): — RED TOPS — HOUSES GRAY: GREEN TRIMINGS.

SEE TISSUE ATTACHED TO PHOTO

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

PHOTO RETURNED  
TO  
PHOTO USED FOR

to Premium on Sheet



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H1338 ORDER NO. 12970

DATE June 8, 1938

DEPT.

DATE COMPLETED

CUSTOMER MURPHY'S TAVERN  
SHOREACRE & BRAY AVENUE  
E. KEANSBURG, NEW JERSEY

RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

Photos for  
this Customer

12 1/2 M ~~RETOUCHING~~ SIZE 3 1/2 x 2 5/16

STYLE PHOTO COLORIT WHITE BORDER

PLACE OF TITLE: Upper, ~~Lower~~, Center Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full MURPHY'S TAVERN — SHOREACRE & BRAY AVE.  
EAST KEANSBURG, NEW JERSEY

FRONT NO. NONE

(All of this on address side)  
R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print ~~Handcolor~~ Black & White Proof. Titles—Red, Blue

Screen 120  
133  
150  
175

COLOR DESCRIPTION

REDUCE COLOR PLATE AND MAKE NEW BLACK NEGATIVE  
OF PHOTO NO. 8A-H1253

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

DIAL No. 8A-H1339 ORDER NO. 12971 DATE June 8, 1938

CUSTOMER MIAMI BRIDGE CO.  
566 N. E. 15TH STREET  
MIAMI, FLORIDA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

D17  
Photos for  
this Customer

25 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLOR TONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full VENETIAN CAUSEWAY FROM AND TO MIAMI  
BEACH

BOT - BEAUTIFUL BISCAYNE BAY LOOKING TOWARD  
MIAMI, BEACH.

FRONT NO. 5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. Screen 133  
Transfer — Paper Process — New Process. Screen 150  
Stripping — White Border — Full Face. Screen 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE SKETCH, TISSUE OVER PHOTO, AND INSTRUCTIONS ATTACHED.

NO  
YES  
RETURN PHOTO

MAKEOVER

Charge to Ret Dept

EST. Makeover Time Required

RETOUCHING

PHOTO LITHO

COMPOSING

10 1/2

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8a-H1340 ORDER NO. 12974 DATE June 8, 1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

CUSTOMER DESERET BOOK COMPANY  
44 EAST ON SOUTH TEMPLE  
SALT LAKE CITY, UTAH

Photos for  
this Customer

6 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full SALT LAKE CITY'S NEWEST HOTEL —  
OPPOSITE MORMON TEMPLE  
BOT - TEMPLE SQUARE HOTEL  
SALT LAKE CITY, UTAH

FRONT NO. 5 (All of this on address side)  
R. M. Yes No SAH 211  
R.M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

DO NO RETOUCHING ON THIS SKETCH.  
CUSTOMER WISHES IT REPRODUCED AS IT IS.

COLOR DESCRIPTION

SEE TISSUE ATTACHED TO FACE OF PHOTO FOR COLOR INSTRUCTIONS.

Large Photo Returned 10-31-38

PHOTO RETURNED

TO

PHOTO USED FOR

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

2,500—1-2-38

5x7  
Ref 5 1/2  
# 1 1/2  
279

61

ok make  
more photo  
faster  
faster

SEP 22 1938

38



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H1341 ORDER NO. 3559

DATE 6-9-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER H.B. GRAVES CO., INC.  
ROCHESTER, NEW YORK

12 M500 BUS. CARDS SIZE

2 5/16 x 3 1/8

STYLEART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full "WATERFALL FRONT" SUITE IN THE GRAVES  
GALLERY OF MODERN DESIGN

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

FRONT NO. NO

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen 120  
133  
150  
175

COLOR DESCRIPTION

REDUCE COLOR PLATE OF D-5405. MAKE NEW BLACK NEGATIVE

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

10/1/48 to Customer

PHOTO USED FOR



S.S. FRESCH CO., DETROIT, MICH.

NO. 81-11342

ORDER NO. 18880

DATE 6-8-1938

25 M POST CARDS

ART COLOR TONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) CHATELAIN CO FROM ILLINOIS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

© C.T. Co. right: Full

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

WORK SCHEDULE

OPERATION	EST. TIME		DATE ENTERED	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 27 1938	JUN 27 1938
SKETCH		6		
RETOUCHING		5		
PHOTO-LITHO				
DISCOPING, OPAQUING	82		7-7	7-7
ENGRAVING				
HAND COLOR PROOF				
ARTIST D. PT.	45	12	7-8-38	7-11-38

DATE BLUEPRINT OR D.

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

4-2

Handwritten signature or initials.



S.S. KRESGE CO., DETROIT, MICH.

NO 8A-11343

ORDER NO. 13580

DATE 6-3-1938

25 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I

R. M. NO

TITLE (IN FULL) GRIETINGS FROM MASSACHUSETTS

IMPRINT NONE

Private no upper  
© C.T. Co. right - MASS-1

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS ① PAT. NO. 1,297,775

Executive OK of Estimate

# ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

By

Date

Date

OPERATION	EST. TIME		DATE ENTR'D DEPT	DATE COMPLETED
	Clk No.	Time Allowed		
COMPOSING TYPE SET UP			JUN 22 1938	JUN 23 1938
SET UP		9		
REPRODUCTION		8		
PROOFING				
STRIKING	82		7-6	7-7 H.T.
ETCHING				
PROOFING				
ART	211	13	July 8	July 11

DR. DELIVERED

DATE

L

By

DATE

Photo Returned to Customer

10

2-7 hr

109



S.S.KRESGE CO., DETROIT, MICH.

NO. 8A-11344

ORDER NO. 13580

DATE 6-6-1938

25 MPOST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) CHRISTIANITY IN MICHIGAN

FRONT No. 1

R. M. NO

IMPRINT NONE

© C.T. & Co.

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,773

Executive OK of Estimate

# ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

By

Date

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Click No.	Time Allowed		
COM. USING TYPE SET UP			JUN 22 1938	JUN 22 1938
SKETCH		8		
REPRODUCTION	5	7		
PHOTO LITHO				
BLANKET STAMPING	82		6 - 30	7 - 1/14
ENCLOSING				
HAND COLOR PROOF				
ARTIST FEE	214	14		

DATE DELIVERED

DATE Filed

L

By

DATE Photo Returned to Customer

61948 ✓  
2A-H 552  
~~3A-H 1372~~ ✓  
4A H 83  
5A H 90  
H 964  
H 2415  
H 2416

2-6/100.

100



12

8 ART  
5 HERM.

S.S. KRESGE CO., DETROIT, MICHIGAN

NO. 8-1345

ORDER NO. 17560

DATE 6-8-1938

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) GREETINGS FROM NEW YORK

FRONT NO. 1

R. M.

NO

IMPRINT NONE

© C.T. - C.

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Executive OK of Estimate

By \_\_\_\_\_

Date \_\_\_\_\_

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked \_\_\_\_\_

OPERATION	EST. TIME Hrs   Mins   Secs	ACT. TIME Hrs   Mins   Secs	DATE COMPLETED
COMPOSING, TYPE SET UP			11/1/38
SKETCH			
RETOUCHING	17	8	
PHOTO LITHO			
BLUEPRINT STRIPPING, OPAQUING	92	7-6	7-7 H.T.
ENGRAVING			
HAND COLOR PROOF			
ARTIST CPT.	43 30 13	1/8/38	1/11-38

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE FILED \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_ DATE PHOTO RETURNED TO CUSTOMER \_\_\_\_\_

2A H 994

3A H 71

H 96

H 1053

H 1347

H 1638

4A H 452

H 1347

H 1544

5A H 133

6A H 2743

109



S.S. KRESGE CO., DETROIT, MICH.

NO. 8A-11346

ORDER NO. 13580

DATE 6-8-1938

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) GREETINGS FROM OHIO

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

NO 1

R. M.

NO

IMPRINT

NONE

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

*Large drawing*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive Of Estimate

**ESTIMATE**

Cost Dept. ☒ Checked

Date

*June 1, 1938*

AND WORK SCHEDULE

By

Date

*June 27, 1938*

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 27 1938	JUN 27 1938
SKETCH		6		
RETOUCHING	5	4		
PHOTO-LITHO				
BLACKLINE STRIKING ON QUANTITY	12		7-7	7-7 45
ENGRAVING				
HAND COLOR PROOF				
ARTIST DEPT	203	12	7-7	7-8

DATE RECEIVED

DATE

DATE HAND COLOR PROOF

DATE

DATE

Then on the one for Ohio, we find in comparing this with the card that you already have stating "Greetings from Ohio," that is your #7A-H1817 that the latter number seems to be considerably nicer. So we believe that this particular card could stand considerable improvement before you make final plates for it, and while of course we would not want a duplication of the number you already have available for Ohio, we believe that some of the thoughts could be embodied, that is tilting the letters or adjusting the background to make them a little more readily recognized and interpreted.

*R*

D. 167

2A

5A

4 476

4 1872

116



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H1347 ORDER NO. 13613

DATE 6-29-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER SAGAMORE HOTEL  
ROCHESTER, NEW YORK

25 M POST CARDS SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full ~~the~~ THE SAGAMORE HOTEL, ROCHESTER,  
N.Y.

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout REMOVE FIRE ESCAPE AND EVERYTHING AT

LEFT OF BUILDING. NOTE: HOW CARD ATTACHED IS  
MARKED, TRYING TO MARK OUT BUILDING.

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

120  
133  
150  
175

COLOR DESCRIPTION

FOR COLOR SCHEME FOLLOW CARD ATTACHED, 3A-H987.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

HCP 17  
L.A. 9

JUL 5 1938

17.  
#126



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H1348 ORDER NO. 13612 DATE 6-10-1938

CUSTOMER RIVERFRONT CLUBS AFFILIATED  
DETROIT, MICHIGAN

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25<sup>M</sup> POST CARDS SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
PLATE NO. ON FRONT.

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 8A-H1349 ORDER NO. 13649  
CUSTOMER JULIAN & KOKENGE CO.  
COLUMBUS, OHIO

DATE June 14, 1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE ART COLOR TONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full THE WINNING COLORS IN SKUFFIES

SKUFFIES BY FOOT SAVER

FRONT NO. 5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

No. ON FRONT.

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED

make DK Blue impression  
make Red impression

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

NO  
YES  
RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR







NO. 8A-H 1351

MINSKY BROS. & CO. PUBLISHING DIVISION, PITTSBURGH, PA. ORDER NO. 13657

DATE 6-17-1938

12 M500 POST CARDS ART COLORTONE *Full Face* ~~WHOLE PICTURE~~

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. NO

TITLE (IN FULL) BIRD'S-EYE VIEW OF MAIN STREET AND BUSINESS SECTION, BRADFORD, PA. (in panel) IMPRINT SAME AS ABOVE

PRIVATE NO. ~~UPPER LEFT CORNER~~: BR-50

*Repre title*

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

ON RIGHT 1ST RED BRICK GRAY TIN SLATE ROOF. 2 BUFF RED ROOF. 3 GRAY SLATE ROOF. 4 & 5 RED BRICK. 6 TALL BLDG. DARK BUFF. LIGHT CORNICE. OTHER BLDGS. ON RIGHT OF STREET DARK RED. ON LEFT 1st DARK RED SLATE ROOF. 2 GRAY SLATE ROOF. 3 & 4 RED. 6 BROWN, REAR TALL BLDG. GRAY. CHURCHES AND LARGE BLDG. ON REAR LEFT ~~XXX~~ DARK AND LIGHT GRAY. GREEN MOUNTAIN IN REAR AND FOLIAGE.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,799,775

## ATTENTION!

Subjects on order for this customer. Please see to it that all prints or negatives are uniform and colors are in harmony with each other to make an attractive set.

By *[Signature]* **ESTIMATE** Cost *0.00*  
Date *6-17-38* **ADD WORK SCHEDULE** By *[Signature]* Date *6-17-38*

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 20 1938	JUN 20 1938
SKETCH				
RETOUCHING	2	5	6-20	6-25
PHOTO LITHO				
BLUEPRINT STRAIGHTENING OPAQUING	83		6-28	6-29
ENGRAVING				
HAND COLOR PROOF	31	13		
ARTIST DELT.	216	11	7-14	7-15

DATE BLUEPRINT CRD. \_\_\_\_\_ DATE Filed \_\_\_\_\_

DATE PHOTO PROOF CRD. \_\_\_\_\_ By \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_



MINSKY BROS. & CO. PUBLISHING DIVISION, PITTSBURGH,  
PA.

NO. 8A-H1352

ORDER NO. 13657

DATE 6-17-1938

12 M 500 POST CARDS

ART COLORTONE

Full Face ~~WITH BORDER~~

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) EMERY HOTEL AND MUSIC STAND,  
PUBLIC SQUARE, BRADFORD, PA. (in panel)

FRONT NO. 2

R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE NO. ~~UNDER LEFT CORNER~~: BR-51

before title

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

BLDG. DARK RED BRICK. GRAY STONE CORNICE AND TRIM AND FIRST FLOOR. BRONZE  
MARKEES AND SASH ON FIRST FLOOR. CREAM WINDOW FRAMES ON TOP FLOORS. BROWN AND  
GREEN AWNING ON TOP PORCH IN CENTER. MUSIC STAND ON LEFT: LIGHT GRAY COLUMNS AND  
BASE. DARK RED TILE ROOF. GREEN LAWN ON LEFT. REMOVE ALL AUTOMOBILES IN FOREGROUND

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

JUN 20 1938

JUN 20 1938

OPERATION	EST. TIME Clocks Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING TYPE SET UP		JUN 20 1938	JUN 20 1938
SKETCH			
RETOUCHING	5 1/2 4	6 - 15	6 - 15
PHOTO-LITHO			
BLUEPRINT STROPPING, O. ADJUSTING	5 1/2	6 - 24	6 - 25 H.T.
ENGRAVING			
HAND COLOR PROOF	203 1 1/2	6 - 28	6 - 28
ARTIST DEPT.	6 1/2 8 1/2	7 - 15	7 - 16

DATE BLUEPRINT O.K'D.

DATE Filed

By

By

DATE HANDCOLOR PROOF O.K'D.

DATE Photo Returned to Customer

108



NO. 8A-H1353

MINSKY BROS. & CO. PUBLISHING DIVISION, PITTSBURGH,  
PA.

ORDER NO. 13657

DATE 6-17-1938

12 M 500 ~~REX~~ POST CARDS ART COLORTONEFull Face ~~WITH BORDER~~

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M. NO

TITLE (IN FULL) MAIN STREET LOOKING EAST

IMPRINT SAME AS ABOVE

FROM EMERY HOTEL, BRADFORD, PA. (in panel)

PRIVATE NO. Before title UPPER ~~LEFT CORNER~~ BR-52

PHOTO PROPERTY OF C.T.

## COLOR DESCRIPTION

ON LEFT, 1st DARK RED. 2nd DARK RED. RED STORE SIGN. BROWN AWNING. 3 BROWN.  
4 RED & GRAY. 5 DARK RED. 6 BLUE. 7 GRAY. 8. GRAY. 9-10-11 DARK RED. 11 TALL  
BLDG. LIGHT BROWN. GRAY TRIM. OTHERS DARK RED BRICK. ON RIGHT 1-2-3- DARK RED.  
4 GRAY. 5-6-7-8 DARK RED. 9 GRAY, OTHERS RED. CLOCK TOWER ON REAR LEFT GRAY.  
SLATT ROOF.

SUBMIT: RET. PHOTO

C. &amp; W. PROOF

HANDCOL PROOF

RETURN PHOTO.

TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

## ESTIMATE

## AND WORK SCHEDULE

By

Date

OPERATION	EST. TIME	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING			
SKETCH	3	6-25	6-25
RETUCHING			
PHOTO LITHO			
BLU. INK	1 1/2	6-25	6-26
STR. OPAQUE			
ENCORAVING			
HANDCOLOR PROOF	2 1/2	6-28	6-29
ARTIST DEL.	9		

DATE RECEIVED

DATE FILED

By

DATE PAID

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all positives or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

108



~~Minsky~~ MINSKY BROS. & CO. PUBLISHING DIVISION,  
PITTSBURGH, PA.

NO. 8A-H1354

ORDER NO. 13657

DATE 6-17-1938

12 100 POST CARDS

ART COLORTONE

Full free ~~WHITE BORDER~~

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL) BRADFORD HOSPITAL, BRADFORD,  
PA. (in panel)  
Before title

IMPRINT SAME AS ABOVE

PRIVATE NO. ~~LOWER LEFT CORNER~~: BR-53

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

DARK RED BRICK. SLATE ROOF. DARK GRAY STONE BASE AND CORNICE EDGE ON GABLES.  
WHITE WINDOW PANES AND SASH AND PORCH ON LEFT. COPPER TOPS ON STEEPLES. GREEN  
LAWN AND SHRUBBERY.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,292,728

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all photo or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

By [Signature] **ESTIMATE** Cost Dept. [Signature]  
Date JUN 20 1938 **AND WORK SCHEDULE** Date JUN 20 1938

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP				
SKETCH				
RETOUCHING	206	2	6-20	6-22 8
PHOTO LITHO				
BLUEPRINT, STRIPPING, OPAQUING	8		6-25	6-27 4T.
ENGRAVING				
HAND COLOR PROOF	201	1 1/4	6-28	6-28
ARTIST DET.		8		

DATE ESTIMATE BY [Signature] DATE FILED BY [Signature]

DATE PROOF BY [Signature] DATE PHOTO RETURNED TO CUSTOMER BY [Signature]

By [Signature]

108



MINSKY BROS. & CO. PUBLISHING DIVISION,  
PITTSBURGH, PA.

NO. 8A-H1355

ORDER NO. 13657

DATE 6-17-1938

12 M 500 EACH

ART COLORTONE

*Full face*

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL) JUNIOR HIGH SCHOOL, BRADFORD, IMPRINT SAME AS ABOVE

PA. (in panel)

PRIVATE NO. ~~UPPER LEFT CORNER~~: BR-54

*before title*

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

CREAM & BUFF MIXED BRICK. LIGHT GRAY CORNICE AND BASE. BROWN DOORS. GRAY  
AND BROWNISH STONE WALL ALONG RIGHT. GREEN LAWN NEXT TO BLDG. REMOVE POLES  
AND WIRES. REMOVE POYS ON CORNER AND AUTOMOBILE. SHOW FLAG ON POLE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,799,775

By

Date

## ESTIMATE AND WORK SCHEDULE

By

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 20 1938	JUN 20 1938
SKETCH				
RETOUCHING	54	5	6-20	6-25
PHOTO LITHO				
BLUEPRINT STRIPPING, OPAQUING	82		6-25	6-25
ENGRAVING				
HAND COLOR PROOF	201	1 1/4	6-28	6-28
ARTIST DEPT.	41	8 1/2	7-13	7-15

DATE BLUEPRINT O.K'D

DATE Filed

By

By

DATE HAND COLOR PROOF O.K'D

DATE Photo Returned to Customer

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all positives or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ST.  
108



MINSKY BROS. & CO. PUBLISHING DIVISION,  
PITTSBURGH, PA.

NO. 8A-H1356

ORDER NO. 13657

DATE 6-17-1938

12 M 500 POST CARDS

ART COLORTONE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) FIRST M.E. CHURCH, BRADFORD,  
PA. (in panel)

PRIVATE NO. ~~UPPER LEFT CORNER:~~  
BR-55

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2

R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

GRAY AND BROWN MIXED STONE. GRAY STEPS. LIGHT STONE CORNICE AND TRIM. COLORED  
WINDOWS. OAK DOORS. DULL BROWN ROOF. GREEN TERRACED LAWN AND SHRUBBERY. ON RIGHT  
BUFF BRICK ON LEFT BLDG. GRAY. REMOVE DARK SHADOW ON STREET ON RIGHT. REMOVE WIRES  
IN UPPER RIGHT. REMOVE SMALL POSTS IN CENTER FOREGROUND.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all prints or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE  
AND WORK SCHEDULE

By

By

Date

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 20 1938	JUN 20 1938
SKETCH				
RETOUCHING	57	2	6-20	6-22
PHOTO LITHO				
BLUEPRINT STRIPPING, OPAQUING	82		6-24	6-25
ENGRAVING				
HAND COLOR PROOF	203	1 1/2	6-28	6-28
ARTIST REPR.	39	8	7-15	7-19

DATE PAID IN FULL

DATE FILED

DATE PAID IN FULL

By

DATE PAID IN FULL

51

ST  
108



MINSKY BROS. & CO. PUBLISHING DIVISION, PITTSBURGH,  
PA.

NO. 8A-H1357

ORDER NO. 13657

DATE 6-17-1938

12 M 500 POST CARDS

ART COLORTONE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) FIRST PRESBYTERIAN CHURCH,  
BRADFORD, PA. (in plate)

PRIVATE NO. ~~UPPER LEFT CORNER~~: BR-56  
before title

FRONT NO. 2

R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

CREAM BRICK SLATE ROOF. GRAY STONE CORNICE AND SILLS AND ENTRANCE. COLORED  
WINDOWS BRONZE LIGHTS. GRAY SASH. GREEN HEDGE AND SHRUBBERY; REMOVE WIRES.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE  
AND WORK SCHEDULE

By [Signature] Cost 0.10  
Date 6-17-38

OPERATION	EST. TIME Check No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 22 1938	JUN 22 1938
SKETCH	4		
RETOUCHING			
PHOTO LITHO			
BLUEPRINT STRIPPING, DPAQUING	82	6-28	6-28
ENCRAVING			
HAND COLOR PROOF	203 1 1/2	6-20	6-30
ARTIST	45 8	6-19	7-20

DATE ESTIMATE OK'D \_\_\_\_\_ DATE Filed \_\_\_\_\_  
By \_\_\_\_\_  
DATE FOR COLOR PROOF OK'D \_\_\_\_\_ DATE Photo Returned to Customer \_\_\_\_\_



MINCKY BROS. & CO. PUBLISHING DIVISION, PITTSBURGH,  
PA.

NO. 8A-H1358

ORDER NO. 13657

DATE 6-17-1938

12 M 500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SCENE ON ALLEGHENY RIVER

*in plate*

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2

R. M. ~~NO~~ NO

IMPRINT SAME AS ABOVE

BR-57 MOUNTAIN SCENERY ON ALLEGHENY  
RIVER BETWEEN BRADFORD, PA. AND WARREN,  
PA.

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SHOW SOME AUTUMN BROWN TINT ON FOLIAGE, IN FOREGROUND, OTHER FOLIAGE GREEN. ~~XX~~

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,776

ESTIMATE			
By	Date	By	Date
AND WORK SCHEDULE			
OPERATION	EST. TIME Clocks Time & hour	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 20 1938	JUN 20 1938
SKETCH			
RETOUCHING	17 1/2 2	6-20	6-22-38
PHOTO LITHO			
BLUEPRINT STRIKING, OPAQUING	8 1/2	6-24	6-26 1/2
ENGRAVING			
HAND COLOR PROOF	2 1/2 1 1/2	6-28	6-28
ARTIST DEPT.	8 1/2		

DATE ESTIMATE DATED DATE FILED

DATE HAND COLOR PROOF DATED

DATE PHOTO RETURNED TO CUSTOMER

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

## MAKEOVER

Charge to *Ret.* Dept.

EST. Makeover Time Required

OPERATION	TIME	Time Required in Cts Dept.
RETOUCHING		
PHOTO LITHO	1	
COMPOSING		
ART DEPT. HC	1 1/2	
ENGRAVING		

111-106



SANDER BROS., PEORIA, ILL.

NO. 8A-HI359

ORDER NO. 13660

DATE 6-21-1938

25M POST CARDS

C. T. ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) BIRD'S EYE VIEW OF U.S.  
POST OFFICE AND COURT HOUSE, R  
PEORIA, ILL.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. ~~YES~~ NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF

C. T. & CO.

COLOR DESCRIPTION

TAKE OUT WIRES AND TREES. POST OFFICE - WHITE STONE - GOLD TRIM  
BUILDING TO LEFT - TAN BRICK. HOTEL TO CENTER - RED BRICK.  
BRING OUT POST OFFICE. BILLOWY CLOUD EFFECT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ESTIMATE

Cost Dept. Checked

By

Date

AND WORK SCHEDULE

OPERATION	TIME	DATE	DATE
	No. Time Allowed	ENTERED DEPT.	COMPLETED
COMPOSING, TYPE SET UP		JUN 22 1938	JUN 22 1938
SKETCH			
RETOUCHING	3 6	6-27	7-5
PHOTO LITHO			
BLUEPRINT STRIKES, OPAQUEING	12	7-5	7-5
ENGRAVING			
HAND COLOR PROOF	225 1 1/2		6 7/10
ARTIST COST.	44 9	12-18-39	12-21-39

DATE ESTIMATE D.

DATE Filed

DATE HAND COLOR PROOF D.

By

107



MINISKY BROS. & CO. PUBLISHING DIVISION, PITTSBURGH, PA.

NO. 8A-H1360

ORDER NO. 13666

DATE 6-13-1938

12 M500 POST CARDS ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) SCENE ON ALLEGHENY RIVER

*In photo*

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 R. M. YES  
IMPRINT SAME AS ABOVE  
ON FRONT: MA ARB-895 ALLEGHENY  
RIVER FROM GRAND VIEW, NEAR OIL CITY,  
PA.

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

R.R. TRACK ON RIGHT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,759,778

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK

By *[Signature]* 6-13-1938  
Date

# ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By *[Signature]*  
Date

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 16 1938	JUN 16 1938
SKETCH			
RETOUCHING	53   1 1/2		
PHOTO-LITHO			
BLEUPRINT STRIPPING, OPAQUING	8-16	1-20	6-20 1938
ENGRAVING			
HAND COLOR PROOF	2-16   1 1/2	6-22	6-22
ARTIST DEPT.	30   9	7-5-38	7-6-38

DATE BLUEPRINT OK'D

By

DATE Filed

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

100



MINSKY BROS. & CO. PUBLISHING DIVISION, PITTSBURGH, PA.

NO. 8A-M1361

ORDER NO. 13666

DATE 6-13-1938

12 M 500 POST CARDS

ART COLORTONE

FULL FACE ~

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) SCENE ON ALLEGHENY RIVER

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2

R. M. YES

IMPRINT SAME AS ABOVE

ON FRONT: ARB-896 ALLEGHENY RIVER AT  
BRADY'S BEND, BETWEEN KITTANNING AND EMLETON  
EMLETON AT EAST BRADY, PA.

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this customer. Please see to it that all cards or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive Order

By

Date

ESTIMATE

AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 16 1938	JUN 18 1938
SKETCH				
RETOUCHING	54	2		6-20-38
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	8289		6-20	6-20-38
ENGRAVING				
HAND COLOR PROOF	216	1 1/2	6-22	6-22
ARTIST DEPT	39	9	7-5	7-6

DATE BLUEPRINT OK'D

DATE Filed

DATE PHOTO RETURNED TO CUSTOMER

DATE Photo Returned to Customer



NO. 8A-H1362

MINSKY BROS. & CO. PUBLISHING DIVISION, PITTSBURGH, PA.

ORDER NO.

13669

DATE 6-13-1938

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL) ARMSTRONG COUNTY HOSPITAL,  
KITTANNING, PA.

IMPRINT SAME AS ABOVE

PRIVATE NO. UPPER LEFT CORNER: K-64

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

DULL CREAM BRICK. GREEN WINDOW FRAMES & SASH. LIGHT STONE CORNIC  
AND ENTRANCE. GRAY BASE & STIPS, GREEN SHRUBBERY.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

X

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,799,777

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

ESTIMATE AND WORK SCHEDULE

By                      Date JUN 16 1938

CITATION	EST. TIME (Clocks) (Time Allowed)	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 16 1938	JUN 16 1938
SKETCH			
RETOUCHING	3		
PHOTO-LITHO			
BL. PRINT ST. OPAQUING	82	6-20	6-20
ENG. VING			
HAND COLOR PROOF	21	1/4	
ARTIST D-PT.	43	7/6/38	7/7/38

DATE RECEIVED OF D

DATE Filed

By

Photo Returned to Customer

100



NO. 8A-H1363

MINSKY BROS. &amp; CO. PUBLISHING DIVISION, PITTSBURGH, PA. ORDER NO. 13669

DATE 6-13-1938

12 M 500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M.

Y'S

TITLE (IN FULL) SCENE ON ALLEGHENY RIVER

IMPRINT SAME AS ABOVE

ON FRONT: ~~XXXXXXXX~~ K-65 SCENERY ON  
ALLEGHENY RIVER ABOVE KITTANNING, PA.

No. ON FRONT.

PHOTO PROPERTY OF

~~XXXXXXXX~~ C.T.

COLOR DESCRIPTION

BLDG. ON RIGHT: GRAY. SHOW FOLIAGE ON TREES. SHOW MOUNTAINS CLEAR  
IN RWAR. REMOVE LAT BLDG. & STACK IN FOREGROUND.

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive Order Estimate

By

Date

JUN 16 1938

ESTIMATE  
AND WORK SCHEDULE

By

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 16 1938	JUN 16 1938
SKETCH				
RETOUCHING	205	4	6-16	6-22 SC
PHOTO LITHO				
BLUE-PRINT STRI. (OPAQUE)	82/69		6-22	6-23 LT
ENGRAVING				
HAND COL OR PROOF	225	1 1/2		5 June
AD IT	203	9	7-5	7-6

DATE WHEN ORDER

DATE Filled

DATE WHEN COLOR PROOF OK'D

By

DATE Photo Returned to Customer

MAKEOVER

Change Spec. art Dept.

EST. BY: [Signature] Required

PHOTO		
PHOTO		
COMPO		
ART D	HC 1/2	By
EST		

100



MINESKY BROS. & CO. PUBLISHING DIVISION,  
PITTSBURGH, PA.

NO. 8A-HL364

ORDER NO. 14014

DATE 6-17-1938

12 M 500 POST CARDS

ART COLORTONE

Full face ~~REVERSE~~

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL) PENNZOIL REFINERY, ROUSEVILLE, PA. (in panel)  
NEAR OIL CITY, PA.

IMPRINT SAME AS ABOVE

PRIVATE NO. ~~UPPER LEFT CORNER~~: OC-58

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

BUFF BRICK STACKS. SILVER GRAY TANKS. ON RIGHT BLDGS. DARK BROWN. CENTER GRAY.  
GRAY CEMENT WALL. REMOVE POLE ON LEFT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this customer. Please see to it that all positives or negatives are uniform and colors are in harmony with each other to make an attractive set.

By [Signature] ESTIMATE AND WORK SCHEDULE Cost Dept. [Checked]  
Date 6-17-38 By [Signature] Date 6-17-38

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE & SET UP		JUN 20 1938	JUN 20 1938
SKETCH			
RETOUCHING	5 5	6-20	6-20
PHOTO-LITHO			
BLUEPRINT STRIPPING, CLIPPING	8 2	6-29	6-29
ENGRAVING			
HAND COLOR PROOF	1 1/2		
ARTIST REPT.	36 9	7-14	7-15

DATE ORDERED 6-17-38 DATE FILED 6-17-38

DATE ORDERED 6-17-38 DATE FILED 6-17-38

By [Signature] DATE PLATE RETURNED TO CUSTOMER 7-15-38

108



MINSKY BROS. & CO. PUBLISHING DIVISION,  
PITTSBURGH, PA.

NO. 8A-111365

ORDER NO. 14014

DATE 6-17-1938

12 M 500 POST CARDS

ART COLORTONE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL) OIL CITY HOSPITAL, OIL CITY,

IMPRINT

SAME AS ABOVE

PAL (in panel)

PRIVATE NO. ~~UNDER LEFT CORNER~~: OC-59

Before Title

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

DARK DULL RED BRICK. DULL RED ROOF. BRONZE BROWN SUN PORCHES ON RIGHT & LEFT FROM FRONTS. LIGHT GRAY GABLES WITH BROWN CORNICE AND TRIM. BROWN SASH. PURPLE AND RED FLOWERS IN ROCK GARDEN IN FOREGROUND. LIGHT GRAY BASE AND STEPS AND GABLE AND TOWER IN REAR CENTER. GREEN LAWN AND SHRUBBERY. GRAY LAMP POSTS. REMOVE WIRES

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this customer. Please see to it that all the negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

Date

By

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 20 1938	JUN 20 1938
SKETCH				
RETOUCHING	205	2	6-20	6-24 50
PHOTO LITHO				
BLUE LINE STRIP, DUTY QUINING	82		6-24	
ENGRAVING				
HAND COLOR PROOF	203	1 1/2	6-28	6-29
ARTIST DEL.	37	8 1/2	July 18, 1938	July 20 38

DATE

DATE

By

DATE

DATE Photo Returned to Customer

108



MINSKY BROS. & CO. PUBLISHING DIVISION,  
PITTSBURGH, PA.

NO. 8A-111366

ORDER NO. 14014

DATE 6-17-1938

12 M 500 POST CARDS

ART COLORTONE

Full face

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) LIBRARY, WORLD WAR MEMORIAL,  
AND RICKARDS MEMORIAL, SOUTH SIDE, OIL  
CITY, PA. (in panel)

PRIVATE NO. UPPER-LEFT CORNER: 60

Before title OC-60

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2

R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

CANNON LIGHT SILVER COLOR. BLACK TIRES ON WHEEL. GRAY CURBING. GREEN  
LAWN. ON LEFT BLDG. TAN GRAY BRICK. DARK RED ROOF. GRAY CORNICE AND COLUMNS.  
MONUMENT ON RIGHT LIGHT GRAY. PINK & RED FLOWERS. WHITE LATTICE FENCE. ON RIGHT  
TAN GRAY ARCH MUSIC STAND BROWN CORNICE SILVER COLOR RAILING. ON RIGHT EDGE  
GRAY STONE. ON LEFT REAR: GRAY. REMOVE POLE AND WIRES. SHOW FLAG ON POLE ON  
MONUMENTS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

## ATTENTION!

Subjects on  
order for this order. Please  
see to it that all subjects or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set

Estimate

## ESTIMATE

Cost Dept. G. 1113

By

By

Date

JUN 20 1938

Date

JUN 20 1938

OPERATION	EST. TIME G. of No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 20 1938	JUN 20 1938
SKETCH			
RETOUCHING	53 3	6-20	6-25-38
PHOTO LITHO			
BLUEPRINT STRIPPING, OPAQUING	12	6-27	
ENGRAVING			
HAND COLOR PROOF	201 1 1/2	6-28	6-28
ARTIST DEPT.	221 8 3/4	7-1	7-20

DATE FLUENT COPY

DATE FILED

DATE

DATE







MINSKY BROS. & CO. PUBLISHING DIVISION,  
PITTSBURGH, PA.

NO. 8A-H1368

ORDER NO. 14014

DATE 6-17-1938

12 M600 POST CARDS

ART COLORTONE

Full face

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 2

R. M. NO

TITLE (IN FULL) VIEW OF SOUTH SIDE FROM

IMPRINT SAME AS ABOVE

CLARK'S SUBTIT, OIL CITY, PA. (in panel)

PRIVATE NO. ~~UPPER LEFT CORNER~~: 62 OC-62

before title

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

FIRST TWO BRIDGES GRAY, REAR BRIDGE BLACK. ON RIGHT LARGE BLDGS. DARK RED AND BUFF. CHURCH GRAY. SMALL BLDGS. GRAY AND BUFF AND RED. ON LEFT. 1ST BLDGS. GRAY. 2 LIGHT BUFF. 3 LARGE BLDG. LIGHT GRAY. OTHER LARGE BLDGS. ON LEFT EDGEDARK RED AND GRAY. CHURCH ON REAR RIGHT DARK RED. OTHER BLDGS. LIGHT GRAY AND BUFF. REMOVE WHITE STREAK ON PHOTO.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive Order

ESTIMATE

Co. Dept. (1) 1938

By

By

On

Date

JUN 20 1938

WORK SCHEDULE

JUN 25 1938

OPERATION	EST. TIME	DATE	DATE
	Time Allowed	ENTERED DEPT.	COMPLETED
COMPOSING, TYPE SET UP		6-20-38	6-20-38
SKETCH			
RETOUCHING	5	6-20-38	6-20-38
PHOTOGRAPHED			
BLUETINT	83	6-28	6-28
STRIKE & COVER			
ENGRAVING			
HAND COLORING	216	6-30	6-30
ARTIST	28	7-15	7-15

DATE RECEIVED BY

DATE FILED

DATE PAID BY

DATE Photo Returned to Customer

ATTENTION!

Subjects on order for this set. Please set to it that all or negatives are uniform and all in harmony with each other to make an attractive set.



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H1369 ORDER NO. 14091

DATE 7-5-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER BUSCH'S GROVE  
CLAYTON, MISSOURI

6 POST CARDS SIZE

3 1/2 x 5 1/2

STYLE PHOTO COLOR IT WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full BUSCH'S GROVE

BOT-INDIVIDUAL RUSTIC SCREENED DINING BOOTHS

FRONT NO. 5

(All of this on address side)

R. M.

Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo, — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue,

COLOR DESCRIPTION

POLE IN CENTER SAME COLOR AS TREES. GRAVEL WALK TRIMMED AT THE EDGE WITH RED BRICKS.

RED TOPS ON BOOTHS. SCREEN DOORS ARE GREEN. RUSTIC LANTERNS HAVE AMBER LIGHTS IN THEM.

see sketch attached.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

JUL 6 1938

126



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL No. 8A-H1370 ORDER NO. 14007 DATE 6-14-1938

CUSTOMER DESERET BOOK COMPANY  
44 EAST ON SOUTH TEMPLE  
SALT LAKE CITY, UTAH

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full DESERET BOOK COMPANY, SALT LAKE CITY,  
UTAH

BOT - PORTION OF INTERIOR OF RETAIL STORE

(All of this on address side)  
FRONT NO. 5 R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

DESERET BOOK COMPANY, PUBLISHERS

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

BRING OUT THE WORDS "GREETING CARDS" OVER  
CARD RACKS

COLOR DESCRIPTION

ALL SHOWCASES -- DARK MAHOGANY

FLOORS -- ~~MAHOGANY~~ MAPLE

WALLS AND CEILING -- IVORY

ALL WOODWORK AND PILLARS -- CREAM

CARDS AND BOOKS -- VARIOUS COLORS.

MERCHANDISE ON TOP OF CENTER CASES -- BRASS, COPPER, CHROMIUM AND GLASS.

LAMP SHADES -- WHITE, SUSPENDED FROM CEILING ON BRASS CHAINS

PHOTO RETURNED

TO

PHOTO USED FOR

Ret 0  
LE 134  
A 12

Deseret Book 35  
No. 1111111111  
M

5

5.  
102



PHOTOGRAPH BY STEPHEN H. WILLARD,  
PALM SPRINGS, CALIFORNIA

NO. 8A-H1371

ORDER NO. 13703

DATE 6-14-1938

6 M PHOTO COLORIT POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE, UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) TOP IN THE PLAZA

BOT: TYPICAL DESERT COSTUMES, PALM  
SPRINGS, CALIFORNIA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. II

R. M.

YES

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE COLORED PHOTO ATTACHED. TAKE OUT "DESMONDS" ON BLDG. AT RIGHT AS SHOWN  
ON COLORED PHOTO.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

## ESTIMATE

Cost Dept. Checked

By

By

Date

Date

AND WORK SCHEDULE

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 16 1938	JUN 16 1938
SKETCH				
RETOUCHING	1	2		6-23
PHOTO LITHO				
BLUEPRINT STILLING, OPAQUING	887		6-23	6-23
ENGRAVING				
HAND COLOR PROOF	25	1 1/2		26
ARTIST DEPT.	40	9	8/18/38	8/22/38

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

By

## MAKEOVER

Charge to

L.V.

Dept.

By

RETOUCH

By

C

A

H.C.P.

3/4



WESTERN PUBLISHING & NOVELTY CO.,  
LOS ANGELES, CALIF.

NO. 8A-H1372

ORDER NO. 13704

DATE 6-14-1938

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) THE BEACH IN FRONT OF  
HOTEL ST. CATHERINE, SANTA CATALINA  
ISLAND, CALIFORNIA

PRIVATE NO. BEFORE TITLE: C-90

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. II R. M. NO

IMPRINT  
SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL. PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive/Off. of Estimate

By

Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 15 1938	JUN 15 1938 1/2
SKETCH				
RETUCHING	205	7		
PHOTO-LITHO				
BLUE-INK STRIKE-OUT, OPAQUING			6-24	6-24
ENGRAVING				
HAND COLOR PROOF	225	1 1/2		27
ART. DEPT.	62	9 3/4	8-11	8-12

DATE RECEIVED OK'D

DATE Filed

By

DATE RECEIVED OK'D

DATE Filed

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

m. o. 3 1/2  
n. b. 1 1/2

## MAKEOVER

Charge to L.V. Dept.

EST. MAKEOVER TIME

PLACING	3 1/2	Time recorded by Dept. makeover
PHOTO-LITHO		
COMPOSING		
ART. DEPT. HC	1 1/2	
ENGRAVING		

2 1/2



WOODCOCK MFG. CO.,  
HOT SPRINGS NATIONAL PARK, ARK.

NO. 8A-H1373

ORDER NO. 13705

DATE 6-14-1938

25 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) TOP: QUEEN MARY EXCURSION  
BOAT ON LAKE HAMILTON

BOT: HOT SPRINGS NATIONAL PARK, ARK.

PRIVATE NO. LOWER LEFT CORNER:

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES - SAME AS ON

IMPRINT SAME AS ABOVE 4A-H2007

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

BOAT: AWNINGS RED, WITH GREEN & BLACK STRIPES. ROOF OF BOAT IS RED. WINDOW  
FACINGS GREEN. BOAT IS WHITE. MAKE THE BOAT AS PROMINENT AS POSSIBLE ON  
CARD, ABOUT 1/3 LARGER THAN ON PHOTO.

USE SUNSET EFFECT SAME AS ON 3A-H1315, provided the foliage in background will  
blend in. For the water color use coloring as on 7A-H1239.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTIPLY FORMS PAT. NO. 1,797,775

ESTIMATE  
AND WORK SCHEDULE  
By John T. 1938  
Date JUN 17 1938

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TIME SET UP			6-18	6-18
SKETCH				
RETOUCHING	3	5	6-18	6-27
PHOTO LITHO				
BLEUPRINT STRIPPING, OPAQUING	89		6-29	6-29
ENGRAVING				
HAND COLOR PROOF	213	1 1/2	6-30	6-30
ARTIST DEPT.	211	8 3/4	6-18	6-19

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE Filed \_\_\_\_\_  
By \_\_\_\_\_ By \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_ DATE Photo Returned to Customer \_\_\_\_\_

103



SANBORN SOUVENIR CO.,  
DENVER, COLO.

NO. 8A-H1374

ORDER NO. 13706

DATE 6-14-1938

12½ M ART COLORTONE POST CARDS, ~~XXXXXX~~ FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) (ON FRONT)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 3 R. M. NO

IMPRINT SAME AS ABOVE

TITLE: 2141 MANITOU CLIFF DWELLINGS,  
PHANTOM CLIFF CANON, MANITOU SPRINGS,  
COLO.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

TRIM BOTTOM AS MARKED - BALANCE OFF SKY FOR PROPORTION. WALLS OF DWELLINGS ARE  
PINKISH SANDSTONE. CLIFF ABOVE IS PINK-RED SANDSTONE. ROCKS BELOW ARE PINK WITH  
SOME RUSTY RED SECTIONS. OVER ALL THESE REDDISH ROCKS ARE SOME LIME WHITE  
TINGES AT PLACES.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ESTIMATE

Cost Dept. Checked

ESTIMATE  
AND WORK SCHEDULE

By

Date

OPERATION	EST. TIME		DATE ENTERED DPPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING THE SET UP			JUN 16 1938	JUN 16 1938
SKETCH				
RETOUCHING	51	3	6-16	6-21 SC
PHOTO LITHO				
BLUE RISE STRIP O. A. N. 1	83	59	6-22	6-22 RT.
ENGRAVING				
HAND COLOR PROOF	225	1½		25 June
ARTIST DEPT.		9		

DATE BLUEPRINT OK'D

DATE Filed

By

By



SANBORN SOUVENIR CO.,  
DENVER, COLO.

NO. 8A-HI 375

ORDER NO. 13706

DATE 6-14-1938

12½ M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) (ON FRONT)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

3

R. M.

NR, YES

IMPRINT

SAME AS ABOVE

TITLE: 2327 SCENE IN GLENWOOD CANON,  
ON HIGHWAY U.S. 24 - RM encl

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

LEFT SLOPE BLACK, GREEN CEDARS. CLIFFS HAVE CONSIDERABLE PINK-RED STRATAS WITH  
GRAY WHITE TINGES. OILED ROAD.

in 31379

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLCSE MULTI-PLY FORMS © PAT. NO. 1,297,775

ESTIMATE

AND WORK SCHEDULE

By

Date

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 15 1938	JUN 15 1938
SKETCH			
RETOUCHING			
PHOTO-LITHO			
BLUEPRINT STAMPING, OPAQUING		6-20	6-21 4.5
ENGRAVING			
HAND COLOR PROOF	92 1 1/2		26 June.
ARTIST DEPT.	21 8 1/2	7-10	

DATE BLUEPRINT SENT

DATE Filed

MAKEOVER

Charge to Spec. Art Dept.

EST. Makeover Time Required

OPERATION	TIME	DATE
RETOUCHING		
PHOTO-LITHO		
ENGRAVING	1 1/2	JUN 29 1938



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. ~~84-H1376~~ ORDER NO. 14012 DATE June 14, 1938

DEPT.

DATE COMPLETED

CUSTOMER RICHARDSON SPRING HOTEL  
NEAR CHICO  
BUTTE COUNTY, CALIFORNIA

RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

Photos for  
this Customer

25 M POST CARDS

SIZE

3 1/2 x 5 1/2

STYLE PHOTO COLORIT WHITE BORDER

PLACE OF TITLE: Upper Lower, Center Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full RICHARDS SPRINGS, BUTTE COUNTY,  
CALIFORNIA

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. Screen 133  
Transfer — Paper Process — New Process. Screen 150  
Stripping — White Border — Full Face. Screen 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

I RECOMMENDED, THAT A SMALL STRIP BE TAKEN  
OUT OF CENTER ~~XX~~ SO AS TO BRING THE PICTURE  
INTO PROPER PROPORTION, ~~XXX~~ AT ANY RATE THAY  
IS WHAT WILL HAVE TO BE DONE, IF WE ~~SHALL~~ SHOW

ALL THE SMALL BUILDINGS IN FOREGROUND, AND THE TOP OF MOUNTAIN. IT IS ALRIGHT TO CUT INTO THE  
THE FIRST SMALL BUILDING JUST A LITTLE. ~~XXXXXXXXXX~~

COLOR DESCRIPTION

THE SMALL BUILDINGS ARE IN PALE SHADES OF COLORS I HAVE INDICATED, JUST ENOUGH TO LOOK  
DIFFERENT. THE ROOFS OF COURSE, ARE ALL THE SAME, JUST A DULL PALE OLIVE GREEN.

SEE SKETCH ATTACHED.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

Photo ret. 4-7-45  
(M)



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL No. 8A-H1377 ORDER NO. 14013  
CUSTOMER RICHARDS SPRING HOTEL  
NEAR CHICO  
BUTTE COUNTY, CALIFORNIA

DATE June 14, 1938  
DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE PHOTO COLORIT WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full THE CIRCLE IN FRONT OF THE MAIN HOTEL  
RICHARDS ON SPRINGS, BUTTE COUNTY,  
CALIFORNIA

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R.M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE TISSUE ATTACHED

Photo ret 4-7-45  
(20)

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. BA-H1378 ORDER NO. 14011 DATE June 14, 1938

DEPT.

DATE COMPLETED

CUSTOMER DALLAS PARK HOTEL & APTS.  
111 S.E. 3RD STREET  
MIAMI, FLORIDA

RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

Photos for  
this Customer

25M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE PHOTO COLORIT WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full DALLAS PARK HOTEL - MIAMI, FLORIDA  
BOT - OVERLOOKING BISCAYNE BAY

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

REDUCE BY 50% FLOWERS AT BOTTOM OF CARD  
INSTEAD OF LAVENDER FURNISH RED HIBISCUS, THE RED TO BE SAME AS MATCHBOOK CARD ATTACHED.  
FURNISH POINTS OF ORNAMENTS TOP OF BUILDING BETWEEN NO. 11 AND NO. 12

COLOR DESCRIPTION

SEE SKETCH ATTACHED.

MAKEOVER

Charge to

Adv

Debit

EST. NO. 1000 T. 1000

RETOUCHING

3/4

THE 1000 & 1000 1000

PHOTO LITHO

COMPOSING

HC 1/2

PHOTO RETURNED

TO

PHOTO USED FOR

Red  
21C  
10

62

M. O.  
H. C. P.



WESTERN PUBLISHING & NOVELTY CO.,  
LOS ANGELES, CALIF.

NO. 8A-H1379

ORDER NO. 13709

DATE 6-14-1938

12 1/2 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.	FRONT NO. 11	R. M. YES	
TITLE (IN FULL) TOP CENT: OSCAR, THE TRAINED TROPICAL PENGUIN	IMPRINT SAME AS ABOVE		
BOT : THE BIRD PARK, SANTA CATALINA ISLAND, CALIFORNIA			
PRIVATE NO. BEFORE UPPER TITLE: 1		PHOTO PROPERTY OF	CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED. TRY TO HOLD THE DETAIL OF DESIGN IN ~~INX~~ ~~XXXX~~ ~~XXXX~~ ~~XXXX~~ ON BACK OF PENGUIN, SHADES OF BROWN, NOT BLACK LIKE A POLAR PENGUIN.

SPECIAL NOTE: DO NOT TRY TO OUTLINE DETAIL TOO MUCH, AS TOO MUCH ART WORK WILL RUIN THE EFFECT. SOFT COLOR EFFECTS AS NEAR TO HAND TINTING AS IS POSSIBLE. DO NOT HAVE BACKGROUND TOO PRONOUNCED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,799,773

ESTIMATE

AND WORK SCHEDULE

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 16 1938	JUN 16 1938
SKETCH			
RI TOUCHING	5 3		
PHOTO LITHO			
BLUEPRINT STRIP, OPAQUING	17	6-21	6-21
ENGRAVING			
HAND COLOR PROOF	1 1/2		23
ARTIST DEPT.	207 9		

DATE DATES UNFINISHED DATE Filed

DATE HAND COLOR PROOF SENT DATE Photo Returned to Customer

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

MAKEOVER

Charge to LV Deps.

EST. TIME FOR THIS REPAIR

REPAIR	3 1/2	Time Allowed for Cost Deps.
REPAIR		Date JUL 20 1938
COMPOSING		
ART DEPT. HC	1 1/2	

444



WESTERN PUBLISHING & NOVELTY CO.,  
LOS ANGELES, CALIF.

NO. 8A-H1380

ORDER NO. 13709

DATE 6-14-1938

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) TOP CENT: THE RHINOCEROS

HORNBILL

BOT: THE BIRD PARK, SANTA CATALINA ISLAND,  
CALIFORNIA

PRIVATE NO. BEFORE UPPER TITLE: 2

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. II

R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION  
SEE TISSUE ATTACHED.

**SPECIAL NOTE:** DO NOT TRY TO OUTLINE DETAIL TOO MUCH, AS TOO MUCH ART WORK WILL  
RUIN THE EFFECT. SOFT COLOR EFFECTS AS NEAR TO HAND TINTING AS  
IS POSSIBLE. DO NOT HAVE BACKGROUND TOO PRONOUNCED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

**ESTIMATE**  
By [Signature] Date 6-20-1938  
By [Signature] Date 6-20-1938  
**WORK SCHEDULE**

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING TYPE SET UP			JUN 21 1938	JUN 21 1938
STITCH				
RETOUCHING	5	5	6-21	6-23
PHOTO LITHO				
BLUEPRINT STAMPING OPAQUING	83		6-23	6-23
ENGRAVING				
HAND COLOR PROOF	215	1¼		25/11/38
ARTIST DEPT.		8		

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

DATE Filed

By

DATE Photo Returned to Customer

**ATTENTION!**

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

**MAKEOVER**

Charge to LIV. Dept.

Est. No. 114 Required

3/4 in Cost Dept.

[Signature]

[Signature]

ART DEPT HC 1/4

LINE AVING



WESTERN PUBLISHING & NOVELTY CO.,  
LOS ANGELES, CALIF.

NO. 8A-H1381

ORDER NO. 13709

DATE 6-14-1938

12 1/2 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

TITLE (IN FULL) TOP CENT: THE TOUCANS ~~XXXX~~  
~~XXXXXX~~

LOC: THE BIRD PARK, SANTA CATALINA ISLAND,  
CALIFORNIA

PRIVATE N.B. FORE UPPER TITLE: 3

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 11 R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED. SEE 3514-29 FOR IDEA AS TO COLORS, ALSO.

**SPECIAL NOTE:** DO NOT TRY TO OUTLINE DETAIL TOO MUCH, AS TOO MUCH ART WORK WILL  
SPOIL THE EFFECT. SOFT COLOR EFFECTS AS NEAR TO HAND TINTING AS  
IS POSSIBLE. DO NOT HAVE BACKGROUND TOO PRONOUNCED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Executive OK

**ESTIMATE**

Cost ☒ Checked

By

By

Date

Date

AND WORK SCHEDULE

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 15 1938	JUN 15 1938
SKETCH				
RETOUCHING	5	6	6-16	6-21
PHOTO LITHO				
BLUEPRINT	81		6-21	6-21
STITCHING				
ENGRAVING				
HAND COLOR PROOF	225	1 1/2		227
ARTIST DELT.	206	9	X 158/38	X 16/38

DATE BLUEPRINT OK'D

DATE Filed

DATE PAID COLOR PROOF

DATE Photo Returned to Customer

**ATTENTION!**

order for this estimate. Please  
see to it that all negatives  
are uniform and mounted  
in harmony with each other.  
to make an attractive set.

**MAKEOVER**

Charge to LV

Dept.

EST. Mat. & Time Required

RETOUCHING	2	Time Required to Cost Dept.
PHOTO LITHO		
ENGRAVING		
STITCHING		
ARTIST DELT.	1 1/2	

JUL 20 1938

Date



WESTERN PUBLISHING & NOVELTY CO.,  
LOS ANGELES, CALIF.

NO. 8A-H1382

ORDER NO. 13709

DATE 6-14-1938

12<sup>1</sup>/<sub>M</sub> ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) TOP CINT: THE RARE

KING VULTURE

BOT: THE BIRD PARK, SANTA CATALINA ISLAND,  
CALIFORNIA

PRIVATE NO. BEFORE UPPER TITLE: 4

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. II R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED. THE HEAD OF VULTURES IS MOST UNUSUALLY COLORED, WITH  
DELICATE SHADES OF THE COLORS INDICATED. THIS WILL REQUIRE VERY SPECIAL  
ATTENTION.

**SPECIAL NOTE:** DO NOT TRY TO OUTLINE DETAIL TOO MUCH, AS TOO MUCH ART WORK WILL  
SPOIL THE EFFECT. SOFT COLOR EFFECTS AS NEAR TO HAND TINTING AS  
IS POSSIBLE. DO NOT HAVE BACKGROUND TOO PRONOUNCED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,774

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By [Signature]  
Date 10-5-38

OPERATION	EST. TIME Clock No. Time & Date	DATE ENT. RED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 21 1938	JUN 21 1938
SKETCH			
RETOUCHING	5 5		
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING		10-22	10-22
ENGRAVING			
HAND COLOR PROOF	202 1 1/2		10-7-38
ARTIST DPT.	202 1 8	10-5-38	10-6-38

DATE BY PRINT OK'D

DATE Filed

By [Signature]

DATE Proof Returned to Customer

ATTENTION!

6 Prints on  
order for this set. Please  
see to it that all color or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

m. o.  
2  
76.12

MAKEOVER

Charge to LV Dept.

EST. Minimum Time Required

RETOUCHING	2	10-22-38 (Cost Dept.)
PHOTO-LITHO		JUL 20 1938
ENGRAVING		
ARTIST DPT.	1 1/2	

[Signature]



WESTERN PUBLISHING & NOVELTY CO.,  
LOS ANGELES, CALIF.

NO. 8A-H1383

ORDER NO. 13709

DATE 6-14-1938

12 1/2 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

TITLE (IN FULL) TOP CENT: JIMMY THE

TALKING INDIAN HILL MYNAH

BOT: THE BIRD PARK, SANTA CATALINA ISLAND,  
CALIFORNIA

PRIVATE NO. BEFORE UPPER TITLE: 5

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 11 R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

SPECIAL NOTE: DO NOT TRY TO OUTLINE DETAIL TOO MUCH, AS TOO MUCH ART WORK WILL  
SPOIL THE EFFECT. SOFT COLOR EFFECTS, AS NEAR TO HAND TINTING AS  
IS POSSIBLE. DO NOT HAVE BACKGROUND TOO PRONOUNCED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,759,779

## ESTIMATE

### AND WORK SCHEDULE

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET			JUN 16 1938	JUN 18 1938
SKETCH				
RETOUCHING		6		
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	82		6-21	6-22
ENGRAVING				
HAND COLOR PROOF	225	1 1/4		23
ARTIST DEPT.	211	8	10-5	

DATE BLUEPRINT ORD

DATE Filed

By

By

DATE ORDER

DATE Photo

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

## MAKEOVER

Charge to

L.V.

Dept.

EST. M. 100

RETOUCHING	3 1/2	
PHOTO-LITHO		
COMPOSING		
ART DEPT. HC	1 1/4	
ENGRAVING		



WESTERN PUBLISHING & NOVELTY CO.,  
LOS ANGELES, CALIF.

NO. 8A-H1384

ORDER NO. 13709

DATE 6-14-1938

12 1/2 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.

TITLE (IN FULL) TOP CENT: A PAIR OF SARIS

CRANE CROW THEIR DELIGHT

BGT: THE BIRD PARK, SANTA CATALINA ISLAND,  
CALIFORNIA

PRIVATE NO. B FORE UPPER TITLE: 6

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. II R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE TISSUE ATTACHED. TRY TO HOLD THE DETAIL -- THE WAY THE FEATHERS OVERLAP  
HAS A WAVY EFFECT IN THE LIGHT.

**SPECIAL NOTE:** DO NOT TRY TO OUTLINE DETAIL TOO MUCH, AS TOO MUCH ART WORK WILL  
SPOIL THE EFFECT. SOFT COLOR EFFECTS, AS NEAR TO HAND TINTING.  
AS IS POSSIBLE. DO NOT HAVE BACKGROUND TOO PRONOUNCED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all color or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

MAKEOVER

3/4

ART DEPT. HC

1/4

ENGRAVING

MAKEOVER

Charge to

LV

Dept.

EST. MAKEOVER TIME

REPRODUCTION

3 1/2

PROOF

COLOR

ART DEPT. HC

ENGRAVING

ESTIMATE  
JUN 16 1938 AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 16 1938	3/4
SKETCH				
RETOUCHING	2	6	6-16	5-20
PHOTO LITHO				
BLUEPRINT STRIPPING, OPAQUING	8/4		6-20	9-19
ENGRAVING				
HAND COLOR PROOF		1		
ARTIST DEPT.	203	8	10-5	10-7

DATE BLUEPRINT OK'D.

DATE FIN

By

DATE HAND COLOR PROOF OK'D.

DATE HAND



DISTRIBUTED BY EAU CLAIRE NEWS COMPANY,  
EAU CLAIRE, WISCONSIN

NO. 84-H1385

ORDER NO. 13711

DATE 6-14-1938

9/10/38

12<sup>1</sup>/<sub>2</sub>M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) GREETINGS FROM

EAU CLAIRE

SOUTH GATEWAY TO INDIAN HEAD COUNTRY

SMALL TYPE: (C) C.T.ACO.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT SAME AS ABOVE

PUT AT BOTTOM OF MESSAGE SPACE:  
WISCONSIN INDIAN HEAD COUNTRY

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE SKETCH ATTACHED. USE OWN JUDGMENT FOR BEST PHOTOS TO USE.

Photo Ret 3/22/39

RETURN NEGATIVES

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,775

4C P2080

R

ESTIMATE AND WORK SCHEDULE

By [Signature] Date 6-14-38

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING TYPE SET UP			6-14-38	6-14-38
SET UP		9		
PROOFING		10		
PRINTING LITHO				
BALANCE & OPAQUE	82		6-38	7-1-38
INLAYING				
PROOF COLOR				
APPROX. COST	24	11	7-5-38	7-6-38

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE FILED \_\_\_\_\_

By \_\_\_\_\_



DISTRIBUTED BY EAU CLAIRE NEWS COMPANY,  
EAU CLAIRE, WISCONSIN

NO. 8A-H1386

ORDER NO. 13711

DATE 6-14-1938

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) BIG FALLS OF EAU CLAIRE  
RIVER, EAU CLAIRE, WIS.

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE

PUT AT BOTTOM OF MESSAGE SPACE:  
WISCONSIN INDIAN HEAD COUNTRY

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

THERE IS A LARGE ROCK DEPOSIT AT THE FALLS AND THE ROCKS SHOULD BE BROUGHT OUT  
IN COLOR.

*Photo Ret to customer 3-22-39*

RETURN NEGATIVE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO. *3/22/39*

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,297,726

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*4CP 2081*

Executive Order  
By *[Signature]*  
Date *6-14-38*

## ESTIMATE AND WORK SCHEDULE

Cost Dept. *[Signature]*

By *[Signature]*  
Date *6-14-38*

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP				<i>1st 4</i>
SKETCH				<i>20 ll.</i>
RETOUCHING	<i>9</i>	<i>3</i>		
PHOTO-LITHO				
BLUEPRINT	<i>82</i>		<i>6-20</i>	<i>6-20 48.</i>
STRIPEING, GRACUING	<i>89</i>			
ENGRAVING				
HAND COLOR PROOF	<i>216</i>	<i>1½</i>	<i>6-22</i>	<i>6-22</i>
WASI CPT.	<i>25</i>	<i>8</i>		<i>7-</i>

DATE ESTIMATE CND \_\_\_\_\_ DATE Filed \_\_\_\_\_

DATE HAND COLOR PROOF \_\_\_\_\_ DATE \_\_\_\_\_

*9*

*AM 59  
18-0*



DISTRIBUTED BY EAU CLAIRE NEWS  
COMPANY, EAU CLAIRE, WISCONSIN

NO. 8A-HI 387

ORDER NO. 13711

DATE 6-14-1938

12 1/2 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) POWER DAM ON CHIPPEWA  
RIVER, EAU CLAIRE, WIS.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. YES

IMPRINT

SAME AS ABOVE

PUT AT BOTTOM OF MESSAGE SPACE:  
WISCONSIN INDIAN HEAD COUNTRY

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

*Photo Ret to Customer 3/22/39*

RETURN NEGATIVE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

*Photo 2c + 1 1559*

GLOBE MULTI-PLY FORMS PAT. NO. 1,759,779

ESTIMATE

AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Check No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 17 1938	JUN 17 1938
SKETCH			
RETOUCHING	9 3	6-21	6-21-38
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	8 9	6-24	6-25-38
ENGRAVING			
HAND COLOR PROOF	2 1/2		37 7-1-38
ARTIST DEPT.	219 8	7-7	7-8

DATE BLUEPRINT OK'D

DATE WORK SCHEDULE OK'D

By

EST.

DATE WORK SCHEDULE OK'D

ATTENTION!

Subjects on  
order for the customer. Please  
set so that the prints or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*New D.*

*R*



DISTRIBUTED BY EAU CLAIRE NEWS COMPANY,  
EAU CLAIRE, WISCONSIN

NO. 8A-H1388

ORDER NO. 13711

DATE 6-14-1938

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) **BASEBALL GRANDSTAND AT  
CARSON PARK, EAU CLAIRE, WIS.**

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. **I** R. M. **YES**

IMPRINT **SAME AS ABOVE**

PUT AT BOTTOM OF MESSAGE SPACE:  
**WISCONSIN INDIAN HEAD COUNTRY**

PHOTO PROPERTY OF

COLOR DESCRIPTION

GRANDSTAND IS MADE OF FIELD STONE AND SHOULD HAVE A VERY LIGHT GRAY COLOR.

RETURN NEGATIVE

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

**YES**

RETURN PHOTO

3/22/39

**CURT TEICH & COMPANY, INC., CHICAGO**  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,375

**ESTIMATE**

**AND WORK SCHEDULE**

By

Date

Cost 10 - 00 - 00

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 18 1938	JUN 18 1938
SKETCH			
RETOUCHING	9 3		
PHOTO-LITHO			
BLUPRINT STRIPPING, OPAQUING	8 2	6-22	6-22 H.T.
ENGRAVING			
HAND COLOR PROOF	246 1 1/4 8 1/2	6-23	6-23
ARTIST DEPT.			

DATE BLUPRINT OK'D

DATE FILED

By

DATE HAND COLOR PROOF

**ATTENTION!**

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

*New Print*

*103*



DISTRIBUTED BY EAU CLAIRE NEWS COMPANY,  
EAU CLAIRE, WISCONSIN

NO. 8A-H1389

ORDER NO. 13711

DATE 6-14-1938

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) MOONLIGHT ON HALF-MOON  
LAKE, EAU CLAIRE, WIS.

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE

PUT AT BOTTOM OF MESSAGE SPACE:  
WISCONSIN INDIAN HEAD COUNTRY

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

BE SURE TO MAKE THIS A MOONLIGHT SCENE

RETURN NEG.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO. 3/22/39

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive Order

ESTIMATE

AND WORK SCHEDULE

By

By

Date

Date

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 16 1938	JUN 5 1938
SKETCH			
RETOUCHING	2	6-16	6-21
PHOTO LITHO			
BLUEPRINT STRIP & OPAQUING	3	6-22	6-22
IN-SETTING			
HAND COLOR PROOF	225	1/4	21 June
ARTIST DEPT.	219	7-5	7-6

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE Filed \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_ DATE Photo Returned to Customer \_\_\_\_\_

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.



DISTRIBUTED BY EAU CLAIRE NEWS COMPANY,  
EAU CLAIRE, WISCONSIN

NO. 8A-H1390  
ORDER NO. 13711  
DATE 6-14-1938

12½ M ART COLORTONE POST CARD, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) COUNTY COURT HOUSE, EAU  
CLAIRE, WIS.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE

PUT AT BOTTOM OF MESSAGE SPACE:  
WISCONSIN INDIAN HEAD COUNTRY

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

GRAY STONE BLOCKS, LIGHT GRAY.

RETURN NEG.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO. 3/22/39

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,774

## ESTIMATE

AND WORK SCHEDULE

By John J. Teich  
Date JUN 15 1938

OPERATION	EST. TIME Clock No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 1 1938	
SKETCH			
RETOUCHING	5		
PHOTOGRAPHING	13/89	6-22	6-22 1938
ENGRAVING			
HAND COLOR PROOF	216 1 1/2	6-25	6-27
ARTIST DEPT.	61 8 1/2	7-5	7-9

DATE BLUEPRINT OK'D. \_\_\_\_\_  
By \_\_\_\_\_

DATE FILED \_\_\_\_\_  
By \_\_\_\_\_

DATE PROOF RETURNED TO CUSTOMER \_\_\_\_\_

DATE PROOF RETURNED TO CUSTOMER \_\_\_\_\_

## ATTENTION!

ORDER FOR THIS CARD. Please  
see to it that all of the  
negatives are uniform and colors are  
in harmony with each other  
to make an attractive set.



DISTRIBUTED BY EAU CLAIRE NEWS COMPANY,  
EAU CLAIRE, WISCONSIN

NO. 8A-H1391

ORDER NO. 13711

DATE 6-14-1938

12 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE (UPPER) LOWER, CENTER - BORDER.

TITLE (IN FULL) CHIPPEWA RIVER, EAU CLAIRE,  
WIS. XXXXXX

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE

PUT AT BOTTOM OF MESSAGE SPACE:  
WISCONSIN INDIAN HEAD COUNTRY

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO. 3/22/39

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE

Cost Dept. Checked

By

Date

AND WORK SCHEDULE

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			6-20	6-20
SKETCH				
RETOUCHING	9	2	6-21	6-20
PHOTO-LITHO				
BLUEPRINT STR. PING, OPAQUING	83		6-24	6-25
ENGRAVING				
HAND COLOR PROOF	212	14	6-27	6-27
ARTIST DEPT.	214	8		

DATE BLUEPRINT OK'D

DATE Filed

L

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned

RM 49  
100



New Print

DUVAL NEWS COMPANY,  
JACKSONVILLE, FLA.

NO. 8A-H1392

ORDER NO.

DATE 6-14-1938

25 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) (IN SKY)

IMPRINT SAME AS ABOVE

MOON OVER JACKSONVILLE BEACH, FLORIDA

PRIVATE NO. BEFORE TITLE: B-5

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

1 cream bldg. black letters on white stripe as indicated, dark awning. 2 white bldg., gray awning. 3 gray, with dark green seats. 4 brown Merry-go-round with red & white trim. 5 roller coaster white woodwork with dark tracks. 6 varig. gray & white bldgs. 7 dark green roof. 8 white bldg., dark green trim & roof. 9 Life save stand silver color pole, flag at right white with red cross. 10 varig. cream, brown and white with green and gray roofs.

Make pretty moonlight scene similar to 7A-H1514, not too dark

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

order for this ticket. Please see to it that all illustrations are uniform and in harmony with each other to make an attractive set.

Executive Estimate By Cost Dept. Checked  
Date 6-14-1938 Date 6-14-1938

ESTIMATE  
AND WORK SCHEDULE

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 17 1938	JUN 18 1938
SKETCH				
RETOUCHING	7	5	6-15	6-22-38
PHOTO LITHO				
BLU. PRINT STRIPE INK, OPAQUING	82		6-22	6-22-38
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST DEPT.	203	9	7-1	7-5

DATE IMPRINT OK'D. DATE Filed

DATE Returned to Customer

5.98



DUVAL NEWS COMPANY,  
JACKSONVILLE, FLA.

NO. 8A-H1393

ORDER NO.

DATE 6-14-1938

25 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) DRIVING AND BATHING,  
JACKSONVILLE BEACH, FLA.  
(IN SKY)

PRIVATE NO. BEFORE TITLE: B-6

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

1&2 Bldg. white where shown, rest light and dark gray. Shingle bldg. with green trim all over. roof gray shingle. 3 silver color roof. 4 white bldg., green trim black lettering. 5 white. 6 gray, green roof. 7 buff, gray roof. 8 white, brown roof. Clean up sand along wall. Bluish green water. Billowy cloud effect,

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,774

## ESTIMATE

Cost Dept. Checked.

938 AND WORK SCHEDULE

By

Date

OPERATION	EST. TIME	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, SET UP		JUN 15 1938	JUN 15 1938
SKETCH			
RETOUCHING	13 4	6-15	6-25
PHOTO-LITHO			
BLIND PRINT STRIPPING	89	6-25	6-25
ENGRAVING			
HAND COLOR PROOF	1/4		
ARTIST DEPT.	62 9	7-5	7-6

DATE ESTIMATE DTD

DATE FILED

By

## ATTENTION!

Subjects on order for this customer. Please see to it that all negatives are uniform in color, are in harmony with each other to make an attractive set.



DUVAL NEWS COMPANY,  
JACKSONVILLE, FLA.

NO. 8A-H1394

ORDER NO.

DATE 6-14-1938

25 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) (IN SKY)

AERIAL VIEW OF BEACH AND PIER,  
JACKSONVILLE BEACH, FLA.

PRIVATE NO. BEFORE TITLE: B-7

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

White and gray bldgs. make roof variegated. Merry-go-round in foreground brown top. gray ferris wheels with green seats. Cement walk, benches sides white, center green ~~xxxxx~~ boards. straw huts. Pier: walk & pillars natural wood. Sand off-white to light cream. White billowy clouds. Cut off from foreground. Cars are black, deep blue and maroon

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,773

ATTENTION!

Subject on  
order for this order. Please  
see to it that all of these  
live in the same way as  
in the same way as other  
to make it a good one.

ESTIMATE  
By 10  
Date 6-14-1938

WORK SCHEDULE

OPERATION	DATE	DATE COMPLETED
PRINTING	JUN 15 1938	JUN 15 1938
ETCH		
RETOUCHING	5	
PHOTO LITHO		
ETCHING	6-17	6-20
ENGRAVING		
HAND COLOR PROOF	1/2	
ARTIST	211 9 July 5	
DATE DELIVERED		
DATE FILED		
DATE		
DATE Photo Return to Customer		







Printed 8x10

BKK DUVAL NEWS COMPANY,  
JACKSONVILLE, FLA.

NO. 8A-H1396

ORDER NO.

DATE 6-14-1938

12 1/2 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) UNION BUS STATION,  
JACKSONVILLE, FLA.

PRIVATE NO. BEFORE TITLE: 3

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

Bldg. a lighter than # 17. Base black plate glass. All window & door casing & trim silver color. White letterings on windows. Sign on top of bldg. silver color structure "Union Station" letters bright blue. "Bus" letters orange, bluish-gray background #15. For bus color see attached picture, name on same is "Jacksonville". Take out wires and traffic light. Billowy cloud effect. Bring out "Restaurant" sign. Leave in people

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

Order in 8 BH 340

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Examine OK of Estimate

ESTIMATE

AND WORK SCHEDULE

By

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 15 1938	JUN 15 1938
SKETCH				
RETOUCHING	12	6	6-15	6-17 SL
PHOTO-LITHO				
BLUEPRINT STRIKING, OPAQUING	82		6-20	6-20 SL
ENGRAVING				
HAND COLOR PROOF	31	1 1/2	6-22	
ARTIST DELT.	212	9	July 1	July 6

DATE FILLED

DATE Filled

By

CURT TEICH & COMPANY, INC.

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

98



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H1397 ORDER NO. 14037 DATE 6-27-1938

CUSTOMER E.E. TAYLOR CORP.  
275 CONGRESS STREET  
BOSTON, MASSACHUSETTS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

50 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full THE TAYLOR-MADE SHOE ETC. AS PER

COPY.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

No. ON FRONT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

THE ONLY COLOR IS IN THE BACKGROUND WHICH WE WANT TO BE 99 44/100 PERCENT MATCH OF THE  
OF THE ACTUAL MATERIAL AS REPRESENTED BY THE PIECE ON WHICH THE SKETCH WAS MADE. I HAVE  
ENCLOSED THREE DIFFERENT PRINTS OF THIS SO THAT IF THE ONE I CHOSE IS NOT OF RIGHT VALUE YOU  
CAN STRIP THE LAYOUT ONTO ONE YOU LIKE. AM ALSO ENCLOSING THE NEGATIVE SO YOU CAN MAKE YOUR  
OWN. RETURN THE NEGATIVE TO ME AS SOON AS YOU ARE THRU WITH IT. YOU'LL HAVE TO STRIP IN THE  
TITLE ( ADD THE LINE AND THE THREE, AS ON LAYOUT, IN TYPE) AND THE LINE DRAWINGS WHICH  
ALL ARE IN POSITION ON THE CELLULOID OVERLAY.

Very RUSH

CUSTOMER  
—  
C. T. & CO.  
—  
PHOTO PROPERTY OF

NO  
YES  
RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

JUN 28 1938



NO. 8A-HL398

ALVIS W. WALLACE, PENNSVILLE, N.J.

ORDER NO. 13744

DATE 6-14-1938

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER CENTER - BORDER.TITLE (IN FULL) STEAMER LIBERTY BELLE,  
RIVERVIEW BEACH, PENNSVILLE, N.J.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I

R. M.

YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

THIS BOAT HAS AN ORANGE STACK, TRIMMED WITH BLUE AND RED LINES.

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

ESTIMATE  
By                      Date                       
Date                      AND WORK SCHEDULE

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COM. CO. SET TYPE SET UP		JUN 17 1938	JUN 17 1938
SKETCH			
RETOUCHING	4		
PRINTING LITHO			
BLUE PRINT STRAIGHTENING, OPAQUEING	8-29	6-22	6-22
ENVELOPING			
HAND COLOR PROOF	1 1/4		
ARTIST DEPT.	27 8 34		

DATE BLUEPRINT OK'D

DATE Filed

DATE PRINTED

By

DATE Sent to Customer

Photo  
w 8B/H 1487

3 - 2  
2 3

102  
102



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 8A-H1399

ORDER NO. 13776

DATE 6-15-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER HOTEL FREDERICK  
ENDICOTT, N.Y.

12 M 500 P.C.

SIZE

3 1/2 x 5 1/2

STYLE PHOTO COLORIT WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full NEW, MODERN, AIR-CONDITIONED ROOM

BOT-HOTEL FREDERICK, — ENDICOTT, NEW YORK

FRONT NO. 5

(All of this on address side)

R. M.

Yes

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

Ret. 7  
1 1/4  
Lat 9 3/4

X



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H1400 ORDER NO. 13778 DATE 6-15-1938

CUSTOMER SOUTHWEST HOTELS, INC.  
MAJESTIC HOTEL  
HOT SPRINGS, ARKANSAS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25M POST CARDS

SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full MAJESTIC HOTEL, ANNEX AND BATH HOUSE, —  
HOT SPRINGS NATIONAL PARK, ARK.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C.T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

Follow sketch

USE PHOTO NO. 2A-H878 with the exception of entrance. Circled

IN pencil sketch — SEE PHOTO ATTACHED FOR NEW ENTRANCE TO HOTEL. Color Brick  
As on card 5A-H1799

Submit retouched photo to customer.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

CURT TEICH & CO., INC.

JUL 22 1938

153



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H1401 ORDER NO. 13799

DATE 6-17-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

CUSTOMER WM. S. SCULL COMPANY  
DAYTON, OHIO

Photos for  
this Customer

12 M 500 P.C.

SIZE

3 1/2 x 5 1/2

STYLE ART COLOR TONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No

Copyright in Plate Yes No

Title in full

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen 120  
133  
150  
175

COLOR DESCRIPTION

SEE TISSUES ATTACHED. MAKE THE DISPLAY OF JARS AS LARGE AS POSSIBLE SO THAT THE LETTERING WILL BE FAIRLY DISTINCT. A SUGGESTIVE LINE IS DRAWN ON THE TISSUE AT THE TOP AND MARKED TOP OF CARD AND TWO LINES AT THE BOTTOM MARKED BOTTOM OF CARD. YOU ARE TO USE YOUR BEST JUDGMENT AS TO COLOR COMBINATION FOR THE BACKGROUND BUT GET A SMART LOOKING CARD. THE DISPLAY IS SITTING ON A DARK OAK TABLE. ACROSS THE BOT. OF THE CARD MAKE A MARGIN LIKE CARD 8AH419 ATTACHED, IN A COLOR TO CORRESPOND TO THE BALANCE OF THE CARD. THE COLORED TOPS OF THE JARS HAVE BEEN STAGGERED TO KEEP SIMILAR COLORS APART. THE SEVERAL COLORED FROM 1 to 6 ARE NUMBERED—SEE SYMBOLS FOR COLORED TOPS. FOLLOW THE COLOR OF THE TOPS FROM THE SAMPLES AND LOCATE THE COLORED TOPS AS NUMBERED ON THE TISSUE OVERLAY.

FOLLOW THE COLORS FROM THE SAMPLES AS INSTRUCTED ON THE TISSUE

OVERLAY.

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



NO. 8A-H1402

SMITH NEWS AGENCY, PORT HURON, MICH.

ORDER NO. 13792

DATE June 30, 1938

12 1/2" POST CARDS

C. T. ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) BLUE-WATER INTERNATIONAL  
EXHIBIT BRIDGEBOT - BETWEEN PORT HURON, MICH. AND  
A SARNIA, ONTARIO

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C. T.

## COLOR DESCRIPTION

USE THE BEST PHOTO.- IN MAKING up the card from the best picture take out all of the buildings that might be in the foreground, also remove any derricks or so forth that might show, either on the bridge or in the foreground, also if the break in between the span and the approach shows on the particular picture that you chose, have the picture retouched so that it doesn't appear RETOUCH OR SPLICE IN A BOAT IN THE PICTURE

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,799,775

Presented by of Isimage

## ESTIMATE

Cost Dept. Checked

By

By

Date

JUL 6 1938

AND WORK SCHEDULE

Date

JUL 6 1938

OPERATION	EST. TIME	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING TYPE SET UP	Click No. Time Allowed	JUL - 8 1938	JUL - 8 1938
SKETCH			
RETOUCHING	3 1/2		
PHOTO LITHO			
BLUING		7-15	7-13 45
STAMPING			
PRINTING			
ARTIST PROOF	225 1 1/2		14 1/4
ARTIST COPY	62 2 1/4	7-20	7-21

DATE RECEIVED

DATE PAID

DATE PAID

By

DATE Photo Returned to Curt Teich

By

Very Rush  
HCB

57  
130



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H1403 ORDER NO. 13831 DATE 6-20-1938

CUSTOMER THE EMBASSY  
ST. PETERSBURG, FLORIDA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

124 500 POST CARDS SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full THE EMBASSY - 221 FIFTH AVE. NORTH -  
ST. PETERSBURG, FLA.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

24 1 1/2  
A 9 1/2

Am

109



MARKEN & BIELFELD, INC., FREDERICK, MD.

NO. 8AH1404

ORDER NO. 13836

DATE 6-20-1938

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) ETERNAL LIGHT PEACE  
MONUMENT, GETTYSBURG, PENNSYLVANIA

PRIVATE NO. LOWER RIGHT CORNER: 40

*use gothic type*

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 14 R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

MAKE RETHOTO AND RETURN CUSTOMER'S PHOTO AT ONCE.

*John M. J BH1281*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO. YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

# ESTIMATE AND WORK SCHEDULE

By *W. H. Meyer*  
Date *June 21, 1938*

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 21 1938	JUN 21 1938
SPACING				
RETOUCHING	7	4	6-22	6-22-38
PHOTO LITHO				
BUILDING STRIKING, CORRECTING	82/89		6-22	6-22-45
ENGRAVING				
HAND COLOR PROOF		1/4		
ARTIST DEL.	819	8	6-23	6-24

DATE ESTIMATE OK'D

DATE Filed

DATE PAID (CASH OR CHECK)

By

DATE Photo Returned to Customer

*8/16/38*

*Very rush*

*Rh10K  
106*



HICKEY BROTHERS,  
DAVENPORT, IOWA

NO. 8A-H1405  
ORDER NO. 13840  
DATE 6-27-1938

12<sup>1</sup>/<sub>2</sub>M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) **ROCK ISLAND'S NEW ONE  
MILLION DOLLAR HIGH SCHOOL**

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. **I** R. M. **NO**  
IMPRINT **SAME AS ABOVE**

PHOTO PROPERTY OF **CUSTOMER**

COLOR DESCRIPTION

Billowy cloud effect. Do not use much foreground. Lawn green. Building tan brick, white trim. Lawn - put hedges in front around sidewalk. Put white globes on lamp posts in front.

RETURN TO: ROCK ISLAND CHAMBER OF COMMERCE  
ROCK ISLAND, ILL.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF **YES** RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

4B4459

GLOBE MULTI-PLY FORMS © PAT. NO. 1,292,775

ATTENTION!

Subjects on order for this customer. Please see to it that all or negatives are uniform and colors are in harmony with each other to make an attractive set.

ESTIMATE

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

JUN 30 1938

By JUN 30 1938

OPERATION	EST. TIME Cost No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 30 1938	JUN 30 1938
SKETCH			
RETOUCHING	4	7-30	7-9-38
PHOTO LITHO			
BLUEPRINT STRIPPING, OPAQUING	12	7-9	7-11-38
ENGRAVING			
HAND COLOR PROOF	216 1 1/2	7-11	7-11
ARTIST COST.	215 8	7-18	7-19

DATE BLUEPRINT O.K'D. DATE FILLED

By By

DATE PHOTO O.K'D. DATE PHOTO RETURNED TO CUSTOMER

120



HICKEY BROTHERS,  
DAVENPORT, IOWA

NO. 8A-H1406

ORDER NO. 13840

DATE 6-27-1938

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE (UPPER) LOWER, CENTER - BORDER.

TITLE (IN FULL) POST OFFICE, ROCK ISLAND,  
ILL.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

Take out card and wires and man. Building white stucco, concrete base. Spanish tile roof. Black lamp supports. Street concrete. Maroon window trim. Take out lamp post

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,799,774

ATTENTION!

Subjects on order for this customer. Please see to it that all subjects are uniform and colorfully in harmony with each other to make an attractive set.

ESTIMATE  
AND WORK SCHEDULE

By

By

Date

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 30 1938	JUN 30 1938
SKETCH				
RETOUCHING	55	4	6-30	7-7
PHOTO-LITHO				
BLUING, STRENGTH, OPAQUE	82		7-7	7-7
ENGRAVING				
HAND COLOR PROOF	203	1½	7-9	7-9
ARTIST DEL.	214	8		

DATE BLUING PROOF

DATE Filed

DATE HAND COLOR PROOF

DATE Photo Returned to Customer

56

120



HICKEY BROTHERS,  
DAVENPORT, IOWA

NO. 8A-H1407

ORDER NO. 13840

DATE 6-27-1938

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) MUSEUM, BLACKHAWK STATE  
PARK, ROCK ISLAND, ILL.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

Billowy cloud effect. Building varicolored tan gray brick & stone. Doors oak, brass bound. Ivy in windows green. Roof brown varicolored wood. Foreground light maroon inlay and concrete. Foliage green.

4BH 459

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this customer. Please see to it that all subjects or negatives are uniform and colors are in harmony with each other to make an attractive set.

D17

ESTIMATE

Cost 10.00 Checked

By \_\_\_\_\_  
Date JUN 28 1938

WORK SCHEDULE

By \_\_\_\_\_  
Date JUN 28 1938

OPERATION	EST. TIME Clock No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 28 1938	JUN 28 1938
SKETCH			
RETOUCHING	13 1	7-5	7-5
PHOTO-LITHO			
BLEEDING STRIPPING, OPAQUING	8 2	7-6	7-6
ETCHING	2 1/2		
TURNING	2 1/2		
ARTIST	2 1/2	7-15	7-18

DATE BLUEPRINT OR'D. \_\_\_\_\_

DATE Filed \_\_\_\_\_

By \_\_\_\_\_

By \_\_\_\_\_

DATE HANDS ON TRUCK OR'D. \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

ST  
118



HICKEY BROTHERS,  
DAVENTPORT, IOWA

NO. 8A-M1408

ORDER NO. 13840

DATE 6-27-1938

12 1/2 M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) MOLINE PUBLIC HOSPITAL,  
MOLINE, ILL.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

Billowy cloud effect. Building yellow brick, white stone trim. Bring out  
flag on pole. Drive concrete. Foliage green. Bring out venetian blinds in  
window

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

# ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE  
By 10 Date JUN 28 1938  
Date JUN 28 1938 WORK SCHEDULE

OPERATION	1st TIME Clock No.   Time A Day	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPI. SET UP		JUN 28 1938	JUN 28 1938
SKETCH			
RETOUCHING	58 4	7-5	7-5
PHOTO LITHO			
BLUE PRINT STRIPPING, OPAQUING	82	7-5	7-5
ENGRAVING			
HAND COLOR PROOF	216 1 1/2	7-6	7-6
ARTIST DEPT.	30 8	7-16-38	7-19-38

DATE BLUEPRINT OK'D. DATE F.M.D.

DATE HAND COLOR PROOF OK'D. DATE Photo Returned to Customer

By

26

CT  
118



HICKEY BROTHERS,  
DAVENPORT, IOWA

NO. 8A-H1409

ORDER NO. 13840

DATE 6-27-1938

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) **ROCK ISLAND COUNTY**

**TUBERCULOSIS SANITARIUM, ROCK ISLAND,  
ILL.**

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. **I**

R. M. NO

IMPRINT

**SAME AS ABOVE**

PHOTO PROPERTY OF

**CT**

COLOR DESCRIPTION

Billowy cloud effect. Building tan brick, light tan trim. Drive gravel.

Foliage green. Bring out crimson design in top decoration on building. (#)

TAKE OUT WIRES.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

**YES**

RETURN PHOTO.

**CURT TEICH & COMPANY, INC., CHICAGO**  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,292,775

**ATTENTION!**

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

ESTIMATE

By

**JUN 28 1938**

Date

WORK SCHEDULE

By

**JUN 28 1938**

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			<b>JUN 28 1938</b>	<b>JUN 28 1938</b>
SKETCH				
RETOUCHING	<b>57</b>	<b>3</b>		
PHOTO-LITHO				
BLUEPRINT STRIPPING & OPAQUING	<b>62</b>		<b>7-1</b>	<b>7-1</b>
ENGRAVING				
HAND COLOR PROOF	<b>226</b>	<b>1½</b>		<b>7-5</b>
ARTIST DEPT.		<b>8½</b>		

DATE BLUEPRINT OK'D.

DATE PROOF

DATE HAND COLOR PROOF OK'D.

DATE Photo Returned to Customer



HICKEY BROTHERS,  
DAVENPORT, IOWA

NO. 8A-H1410

ORDER NO. 13840

DATE 6-27-1938

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) SACRED HEART CHURCH,  
MOLINE, ILL.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

Billowy cloud effect. Church gray stone. Roof bronze. Cross gold. Foliage green. Build up hedges taller. Take out wires. Street concrete. Take out automobile.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,754,779

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Estimate OK or Estimate

ESTIMATE

By 10 Checked

By JUN 28 1938 AND WORK SCHEDULE

By JUN 28 1938

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 28 1938	JUN 28 1938
SKETCH				
RETOUCHING	56	3	7-5	7-5
PHOTO LITHO				
BLUEPRINT STRIPPING, COMPOSING	82		7-5	7-5
ENGRAVING				
HAND COLOR PROOF	216	1½	7-6	7-6
ARTIST'S SET	44	7	7/15/38	7/19/38

DATE RECEIVED

DATE FILED

DATE HAND COLOR PROOF OK'D

By                       
DATE Photo Returned to Customer

52

118



HICKEY BROTHERS,  
DAVENPORT, IOWA

NO. 8A-H1411

ORDER NO. 13840

DATE 6-27-1938

12½ M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER. CENTER - BORDER.

TITLE (IN FULL) LUTHERAN HOSPITAL,  
MOLINE, ILL.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

Billowy cloud effect. Building brown brick, tan stucco tops. Window trim white.  
Take out wires. Foliage green. Street and walks concrete.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

# ATTENTION!

Subjects on order for this set. Please see to it that all sets or negatives are uniform and colors are in harmony with each other to make an attractive set.

ESTIMATE  
By \_\_\_\_\_ Cost Dept. \_\_\_\_\_  
Date JUN 28 1938 Date JUN 28 1938

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Click No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 28 1938	JUN 28 1938
SKETCH				
RETOUCHING	52	3	6-28	7-5
PHOTO-LITHO				
BLUEPRINT	62		7-5	7-6
STRIKING, OPAQUING				
ENGRAVING				
HAND COLOR PROOF	211	1½	6-2	
ARTIST IMP.	6	9		7-19

DATE BLUEPRINT ORD. \_\_\_\_\_ DATE Fld. \_\_\_\_\_

DATE HAND COLOR PROOF \_\_\_\_\_

By \_\_\_\_\_

118



HICKEY BROTHERS,  
DAVENPORT, IOWA

NO. 8A-H1412

ORDER NO. 13840

DATE 6-27-1938

12<sup>1</sup>/<sub>2</sub>M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) **FIFTH AVENUE, MOLINE, ILL.**

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. **I** R. M. **NO**

IMPRINT **SAME AS ABOVE**

PHOTO PROPERTY OF **CT**

COLOR DESCRIPTION

Hickey Bros. - gold letters on green background. Newberry & Kresge signs red.  
Street concrete. For building colors see back of photo.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF **YES**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Signature OK of Customer

ESTIMATE

JUN 28 1938 WORK SCHEDULE

By

Date

JUN 28 1938

OPERATION	EST. TIME Clock No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, SET UP		JUN 28 1938	JUN 28 1938
SKETCH			
RETOUCHING	56 5		
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	8~	9-11	9-11 AM
ENGRAVING			
HAND-COLOR PROOF	225 17		11 July
ARTIST DELT.	28 10		8-10

DATE ESTIMATE MADE

DATE

DATE MADE

DATE MADE

51-1  
56-4

118



HICKEY BROTHERS,  
DAVENPORT, IOWA

NO. 8A-H1413

ORDER NO. 13840

DATE 6-27-1938

12 $\frac{1}{2}$  M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) DAVENPORT HIGH SCHOOL,  
DAVENPORT, IOWA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

Billowy cloud effect. Building varicolored red and brown brick. Foundation natural gray stone. Portals varicolored white marble. Roof dark green. Foliage green. Street and sidewalk concrete

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,776

Executive OK of Estimate

By JUN 30 1938  
Date

**ESTIMATE**  
AND WORK SCHEDULE

By JUN 30 1938  
Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 30 1938	JUN 30 1938
SKETCH				
RETOUCHING	6	3	6-30	6-30
PHOTO LITHO				
BLUEPRINT STRIKING, OPAC. NG	82		7-6	7-6 H.J.
ENGRAVING				
HANDCOL PROOF	216	1 3/4	7-7	7-7
ARTIST DEL.	43	9	7/10	7/20

DATE TO BE SENT ORD. \_\_\_\_\_ DATE Filled \_\_\_\_\_

DATE PAID BY CUSTOMER \_\_\_\_\_ By \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

**ATTENTION!**

Subjects on order for this customer. Please see to it that all prints or negatives are uniform and colors are in harmony with each other to make an attractive set.

JUL 0-1938

56

55  
120



LOYAL ORDER OF MOOSE, MOOSEHEART, ILL.

NO. 8A-H1414

ORDER NO. 13847

DATE 6-21-1938

18 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER CENTER BORDER.

TITLE (IN FULL) "GOD BLESS MOOSEHEART"

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M. NO

IMPRINT NONE

PHOTO PROPERTY OF ~~MOOSEHEART~~ C.T.

COLOR DESCRIPTION

FOR COLORS, SEE PAINTING.

*Photo in 56147*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ESTIMATE		AND WORK SCHEDULE	
By		By	
Date		Date	
OPERATION	EST. TIME (Code No.   Time Allowed)	DATE ENTERED DEPT.	DATE COMPLETED
CHANGING DESIGN		JUN 27 1938	JUN 27 1938
PROOF			
REWORKING	5		
REWORKING			
REWORKING	82	7 - 1	7 - 1 45
REWORKING			
REWORKING	135	1 1/2	5 July
REWORKING	203	9	8 - 19

DATE BLUEPRINT OF D

DATE 146

By

By

DATE HAND COL. PROOF

DATE 146

110



CLINTON NEWS AGENCY,  
CLINTON, IOWA

NO. 8A-M1415

ORDER NO. 13857

DATE 6-27-1938

12½M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) UNITED STATES POST OFFICE,  
CLINTON, IOWA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

Billowy cloud effect. Take out tracks in street. Street red brick. Building white marble. Bring out flag. Take out old auto in front and remove posts & wires.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subject on order for this set. Please see to it that all negatives are uniform and colors are in harmony with each other to make an attractive set.

ESTIMATE

By JUN-28-1938

ESTIMATE  
AND WORK SCHEDULE

By JUN-28-1938

OPERATION	EST. TIME Click No. Time A.T. used	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 28 1938	JUN 28 1938
SKETCH			
RETOUCHING	52 6	6-28	7-6
PHOTO-LITHO			
BLUETINT STRIKING, OPAQUING	82	7-6	7-6
ENGRAVING			
HAND COLOR PROOF	216 1½	7-7	7-7
ARTIST FEE	8		

DATE FILLED BY

DATE Filed

DATE BY

By

DATE Photo Returned to Customer

66

118



CLINTON NEWS AGENCY,  
CLINTON, IOWA

NO. 8A-H1416

ORDER NO. 13857

DATE 6-27-1938

12<sup>1</sup>/<sub>2</sub> M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE (UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) RIVERVIEW STADIUM,  
CLINTON, IOWA

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. I R. M. NO  
IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

Billowy cloud effect. Take out auto and wires. Building light tan brick, white trim. Top of stand green. Walk concrete. Canopies yellow and red. Fence galvanized.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ESTIMATE

By                      Checked                       
Date JUN 28 1938 Date JUN 28 1938

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 28 1938	JUN 28 1938
SKETCH				
RETOUCHING	12	3	6-28	7-6
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	52		7-6	7-6
ENGRAVING				
HAND COLOR PROOF	228	1 1/2		7-11
ARTIST DEPT.	27	7 1/2		

DATE BLEUPRINT ORD.                      DATE Filled                     

DATE HAND COLOR PROOF ORD.                     

DATE Photo Returned to Customer                     

ATTENTION!

Subjects on order for this customer. Please see to it that all negatives are uniform and colors in harmony with each other to make an attractive set.

1500

118



ORANGE NEWS CO., ORLANDO, FLA.

NO. 8A-HL417

13886

ORDER NO.

6-22-1938

DATE

12 500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) APPROACHING MOUNT DORA, FLA.,  
ALONG LAKE DORA

FRONT NO. 1 (ALL OF THIS ON THE ADDRESS SIDE) NO

IMPRINT SAME AS ABOVE R. M.

PRIVATE NO. BEFORE TITLE: MD-7

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION  
CEMENT WALL AT LEFT. ASPHALT ROAD WITH CEMENT TRIM. CLOUDS IN SKY. POSTS OF RAIL-  
ING WHITE. RAILING SILVER COLOR ALSO LAMP POLES. BLDGS. ON LAKE WHITE WITH GRAY  
ROOFS. BLDG. AT LEFT OF ROAD WHITE WITH RED TILE ROOF. PUT FLOWERS OF RED AND  
WHITE ON BUSHES TO LEFT. NOTE ORANGE GROVE FURTHER BACK. NICE GREENISH BLUE WATER.  
SHOW LIGHT GRAY SPACE MOSS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,775

ESTIMATE

ESTIMATE

Cost D/p. Checked

By

By

Date

Date

AND WORK SCHEDULE

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 23 1938	JUN 23 1938
SKETCH				
RETOUCHING	7	2		
PHOTO-LITHO				
BLEEDING, STRIPPING, OPAQUING	23		6-28	6-28 45
ENGRAVING				
HAND COLOR PROOF		1 1/4		
ARTIST DEPT.	43	8	7/18	7/20

DATE BLUEPRINT OK'D

DATE Filed

DATE HAND COLOR PROOF CTD

DATE Photo Returned to Customer

110



ORANGE NEWS CO., ORLANDO, FLA.

8A-H1418  
NO.

13886  
ORDER NO.

6-22-1938  
DATE

12 M 500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) LAKE COUNTY COUNTRY CLUB,  
MOUNT DORA, FLA.

PRIVATE NO. BEFORE TITLE: MD-8

*In sky*

1 (ALL OF THIS ON THE ADDRESS SIDE) NO

FRONT NO. R. M.

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

COLORS: CHOCOLATE BROWN BLDGS. WITH WHITE TRIM. DEEP REDDISH BROWN ROOF. WHITE  
RAILING. FLOWERS AROUND BLDG. PURPLE, WHITE & PINK PANSIES. EVERGREEN BUSHES  
BEHIND RAILING A VARIGATED GREEN. BLUISH GREEN WATER IN RIGHT BACKGROUND. NOTE  
SANDTRAPS TO LEFT AND MAKE TEE A LIGHTER GREEN. SHOW LIGHT GRAY MOSS ON TREES. MAKE  
GOOD COLORING

YES

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ESTIMATE

Cost: 1.00

ESTIMATE

AND WORK SCHEDULE

By

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 26 1938	JUN 23 1938
SKETCH				
RETOUCHING	9	3		6-23-38
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	12		6-27	6-28 AT
ENGRAVING				
HAND COLOR PROOF	216	1 1/2	6-30	6-30
ARTIST DEPT.	62	8	7-19	7-20

DATE BLUEPRINT OK'D

DATE

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to



ORANGE NEWS CO., ORLANDO, FLA.

NO. 8A-H1419

ORDER NO. 13886

DATE 6-22-1938

12 M500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL) ~~DONNELLY~~ AVENUE, MOUNT DORA,  
FLA.

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE: MD-9

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION COLORS: LEFT -

WALLS SHOWING RED BRICK: GRAY STUCCO BLDG. WITH SHADE DARKER GRAY TIN ROOF.

3. LIGHT GRAY STUCCO BLDG. WITH CREAM TRIM. RIGHT: 1. WHITE BLDGS. BROWN TRIM.  
2. WHITE BLDG. E. BALANCE RED BRICK & WHITE. BRING OUT PALMS TO LEFT. OAK TREES  
BORDERING STREET ARE COVERED WITH LIGHT SPANISH MOSS. MAKE GOOD COLORING.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

# ESTIMATE

## AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETES.
COMPOSING, TYPE SET UP		JUN 22 1938	JUN 23 1938
SKETCH			
RETOUCHING	9 4	6-23	7-5-38
PHOTO-LITHO			
BLEUPRINT STRIKING, OPAQUING	82	7-6	7-6-38
ENGRAVING			
HAND COLOR PROOF	225 1 1/2		7 July
ARTIST DEPT.	63 8	7/15/38	7/20/38

DATE BLUEPRINT OK'D

DATE

By

By

DATE HAND COL. PROOF

DATE

110



ORANGE NEWS CO., ORLANDO, FLA.

NO. 8A-H1420

ORDER NO. 13886

DATE 6-22-1938

12 M 500 POST CARDS

ART COLORTONE

FULL PAGE

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M.

NO

TITLE (IN FULL)

DONNELLY PARK ALONG FIFTH

IMPRINT

SAME AS ABOVE

AVENUE, MOUNT DORA, FLA.

PRIVATE NO. BEFORE TITLE: MD-10

*In sky*

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

COLORS: 1. BLDG. RED BRICK GREEN WINDOW TRIM. 2 GRAY STUCCO WITH SHADE DARKER GRAY TIN ROOF. 3. LIGHT GRAY STUCCO BLDG. WITH CREAM TRIM.. 4. RED BRICK BLDG. CEMENT CEMENT TRIM. ASPHALT STREET, CEMENT STONE MONUMENT WITH DARKER PLATE. SILVER LIGHT POLES GREEN BENCHES. BUSHES ALONG WALK RED HIBISCUS. VARIGATE GREEN FOLIAGE. NOTE CEMENT TENNIS COURTS. CLOUDS IN SKY.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

*10 H 1059*

Executive Date  
By  
Date

# ESTIMATE AND WORK SCHEDULE

Cost Dept. checked

By

Date

JUN 23 1938

OPERATION	EST. TIME Clock No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE M. UP		JUN 23 1938	JUN 23 1938
SKETCH			
RETOUCHING	7 3	7-23	7-23
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	12	7-7	7-8 A.F.
ENGRAVING			
HAND COLOR PROOF	216 1 1/2	7-8	7-8
ARTIST DEPT.	203 8	7-18	7-18

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer



ORANGE NEWS CO., ORLANDO, FLA.

NO. 8A-11421

ORDER NO. 13886

DATE 6-22-1938

12 M 500 POST CARDS

ART COLOR TONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) VENETIAN CA DENS, LAKE HARRIS  
IN BACKGROUND, LEESBURG, FLA.

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE: L-1

*In sky*

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

COLORS: BRIDGE NATURAL WOOD. ORNAMENTAL WORK SILVER COLOR WITH TOP RUNNER OF  
RAILING BROWN. LARGE BUSH TO LEFT FOREGR. HAS RED BLOSSOMS. BUSHES ALL ALONG  
FOREGR. PINK FLOWERS. COQUINA ROCK TERRACES TO LEFT BACK. EVERGREEN BUSHES ALSO  
SMALLER ONES HAVE PINK AND WHITE BLOSSOMS. CANAL BANK NICE GREEN LAWN. SHOW LAKE  
IN BACKGR. CLOUDS IN SKY.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,719

## ESTIMATE

### AND WORK SCHEDULE

Cost Dept. *Class d*

By

Date

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 23 1938	JUN 24 1938
SKETCH			
RETOUCHING	3	6-1-38	6-30-38
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	82	7-1	7-5 1938
ENGRAVING			
HAND COLOR PROOF	216	7-5	7-6
ARTIST DEPT.	8		

DATE BLUEPRINT OK'D

DATE *Est*

By

By

DATE HAND COLOR PROOF

DATE Photo Returned to Customer



ORANGE NEWS CO., ORLANDO, FLA.

NO. 8A-H1422

ORDER NO. 13886

DATE 6-22-1938

12 MEOO POST CARDS		ART CLORTONE		KM FULL FACE	
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)			
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. I		R. M. NO	
TITLE (IN FULL) VENETIAN GARDENS, LEEsburg, FLA.		IMPRINT SAME AS ABOVE			
PRIVATE NO. BEFORE TITLE: L-2					
<i>In sky</i>		PHOTO PROPERTY OF		C.T.	
<p>COLOR DESCRIPTION</p> <p>STONES OF WALK ARE SLIGHTLY VARIG. GRAY AND TAN, WITH GRASS BETWEEN THEM.</p> <p>SMALL SHRUBS ALONG WALK ARE FERNS LIGHT GREEN. LIGHT GREEN GRASS. CLAY WALK.</p> <p>EVERGREEN BUSHES AND HEDGE <del>VENETIAN</del> MEDIUM GREEN. OTHER SHRUBS VARIG. GREEN.</p> <p>SMALL BUSHES BETWEEN EVERGR. HAVE PINK AND WHITE BLOSSOMS. BOARDWALK TO RIGHT</p> <p>RAILING SILVER COLOR, WATER BELOW RAILING. TAKE OUT LIGHT POLES IN BACK.</p>					
<p>SUBMIT: RET. PHOTO      B. L. &amp; W. PROOF      HANDCOL PROOF <b>YES</b>      RETURN PHOTO.</p>					
CURT TEICH & COMPANY, INC., CHICAGO					
PHOTO TICKET					

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ESTIMATE AND WORK SCHEDULE

By [Signature] Date 6-22-38 Cost Dept. Checked [Signature]

OPERATION	TIME	DATE ENTERED DEPT.	DATE COMPLETION
COMPOSING; TYPE SET UP		6-22-38	6-22-38
SKETCH			
RETOUCHING	15 2	6-22-38	6-22-38
PHOTO LITHO			
BLUEPRINT STRENGTHENING & AQUING	82	6-29	6-30-38
ENGRAVING			
HAND COLOR PROOF	203 1 1/4	6-30	6-30
ARTIST D. PT.	29 8	7-16-38	7-19-38 F.W.

DATE BLUEPRINT OK'D. \_\_\_\_\_ DATE Filed \_\_\_\_\_

By \_\_\_\_\_ By \_\_\_\_\_

DATE HAND COLOR PROOF OK'D. \_\_\_\_\_ DATE Photo Returned to Customer \_\_\_\_\_

110



ORANGE NEWS CO., ORLANDO, FLA.

NO. 8A-H1423

ORDER NO. 13886

DATE 6-22-1938

12<sub>M</sub> 500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. NO

TITLE (IN FULL) CITY PARK, CITY HALL IN  
BACKGROUND, LEESBURG, FLA.

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE: L-3

*In sky*

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

COLORS: 1. WHITE BLDG. DARK BROWN TRIM. 2. LIGHT CREAM BLDG., 3. SHADE DARKER CREAM THAN NO. 2 BLDG. 4. GRAY. 5. RED. 6. WHITE. 7 GRAY-TAN. 8. WHITE. RED BLOSSOMS ON SMALL BUSHES IN FOREGR. AND BACK. CEMENT FOUNTAIN, SHOW SPRAY. BENCHES WHITE SIDES GREEN BOARDS. NICE GREEN LAWN. BLUSH GREEN WATER. PRETTY CLOUD EFFECT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF **YES**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive Order Estimate

**ESTIMATE**

Cost Dept. Checked

By *[Signature]*  
Date *June 3*

AND WORK SCHEDULE

By *[Signature]*  
Date *June 3*

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING TYPE SET UP		JUN 23 1938	JUN 23 1938
SKETCH			
RETOUCHING	5 2		
PHOTO-LITHO			
BLUEPRINT STRIPPING OPAQUING	82	7-7	7 8 AM
ENGRAVING			
HAND COLOR PROOF			
ARTIST D. PT.	36 1 1/4 8	7-16	7. 18. WP.

DATE BLUEPRINT ORD

DATE FILED

DATE HANDLING PROOF

DATE PHOTO DELIVERED TO CUSTOMER

*Very Rush*

*[Handwritten marks]*

110



ORANGE NEWS CO., ORLANDO, FLA.

NO. 8A-H1424

ORDER NO. 13886

DATE 6-22-1938

12 M600 POST CARDS		ART COLORTONE	FULL FACE
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. 1	R. M. NO
TITLE (IN FULL) MAIN STREET, LEESBURG, FLA.		IMPRINT SAME AS ABOVE	
PRIVATE NO. BEFORE TITLE: L-4		7132H-1070	
In sky		PHOTO PROPERTY OF C.T.	

COLOR DESCRIPTION  
 COLORS LEFT: 1. WHITE STUCCO BLDG. BROWN TRIM. GREEN WINDOW TRIM. BRIGHT RED SIGN SILVER TRIM GOLD LETTERS. MC CRODY SIGN ON TOP GOLD LETTERS. 2. RED BRICK, WHITE TRIM. 3. OFF WHITE STUCCO BLDG. BROWNISH-RED TRIM. GREEN WINDOW TRIM. 4. TALL BLDG. CREAM BRICK, WHITE TRIM. RIGHT: 1. RED BRICK BROWN TRIM. TAKE OUT "BRAGDON'S" SIGN. 2. RED, WHITE TOWER WITH RED DOWN, FLAG ON POLE. 3. VERY LIGHT GRAY. REST RED GRAY AND WHITE. SILVER COLOR LAMP POSTS. TAKE OFF FROM FOREGR.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
 PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,774

Executive Estimate  
 By *[Signature]* Cost Dept. Checked  
 Date *[Signature]* AND WORK SCHEDULE Date

OPERATION	EST. TIME		DATE ENTERED DEPT	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE & T. UP			7-18-38	7-13-38
SKETCH				
RETOUCHING	3	5	6-20	7-6-38
PHOTO-LITHO				
BLEN. PRINT STAMPING, CRACKING	82		7-6	7-7-38
ENGRAVING				
HAND COLOR PROOF	216	1 1/2	7-8	7-8
ARTIST COST	219	9	7-18	7-19

DATE ESTIMATE MADE \_\_\_\_\_ DATE FILED \_\_\_\_\_  
 BY \_\_\_\_\_  
 DATE PHOTO RETURNED TO CUSTOMER \_\_\_\_\_

*make Red important*

*[Handwritten mark]*

110



ORANGE NEWS CO., ORLANDO, FLA.

NO. 8A-H1425

13886  
ORDER NO.

6-22-1938  
DATE

12 M500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) ORANGE COUNTY COURT HOUSE,  
ORLANDO, FLA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE: 0-2

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

LIGHT GRAY SANDSTONE BLDG. WINDOW CASING DARK GREEN. WHITE FLAG POLE, SHOW FLAG.  
DARK BROWN DOOR AND LIGHTS AT ENTRANCE. CREAM WINDOW BLINDS. NICE GREEN LAWN.  
FLOWERS AT BOTH SIDES OF ENTRANCE NEAR STREET SMALL RED FLOSSOMS, BUSHES NEAR  
STEPS SMALL LIGHT BLUE AT RIGHT OF STEPS NEAR BLDG. SMALL YELLOW FLOWERS. FLOWERS  
AT RIGHT CORNER PINK AND WHITE. TAKE OUT ALL CARS AND CUT OFF SOME FROM  
FOREGROUND.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,798,773

## ESTIMATE

DATE JUN 23 1938 AND WORK SCHEDULE

By JUN 23 1938  
Date

OPERATION	EST. TIME Ch. No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 23 1938	JUN 23 1938
SKETCH			
RETOUCHING	2 3	6	
PHOTO LITHO			
BLUEPRINT STRIPPING, OPAQUING	82	7 6	7-7
ENGRAVING			
HAND COLOR PROOF	216 1/2	7-8	7-8
ARTIST EPT.	216 8	7-18	7-19

DATE PRINTED

DATE Filed

By

DATE PHOTO RETURNED

DATE Photo Returned to Customer

ST.  
110



ORANGE NEWS CO., ORLANDO, FLA.

NO. 8A-H1426

ORDER NO. 13886

DATE 6-22-1938

12 M 500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M.

NO

TITLE (IN FULL) ALBERTSON PUBLIC LIBRARY,  
ORLANDO, FLA.

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE: 0-3

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

LIGHT GRAY BLDG. WHITE WINDOW TRIM DARK GREEN CASING. DEEP BROWN IRON LAMP  
POSTS AND RAILING. HEDGE ALL ALONG FRONT PINKISH BLUE NUMEROUS SMALL FLOWERS.  
CACTUS IN THREE FLOWER POTS IN FRONT GREEN WITH YELLOW BORDER. EVERGREEN HEDGE  
ALONG STEPS. BUSHES AT CORNER OF BLDG. WHITE BLOSSOMS. TAKE OUT CAR. SILVER  
LIGHT POLES GREEN BASE. TAKE OFF FROM FOREGRO.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ESTIMATE  
AND WORK SCHEDULE

By

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Chk No.	Time Allowed		
COMPOSING LINE SET UP			JUN 23 1938	JUN 23 1938
SETUP				
RETOUCHING	51	4		
PHOTO-LITHO				
BLUEPRINT STRIPPING, O. ADJUSTING	12		7-6	7-6
ENGRAVING				
HAND COLOR PROOF	15	1 1/2	7-21	7-21
ARTIST DEPT.	28	8		

DATE BLUEPRINT OK'D

DATE FILED

DATE (HAND COLOR PROOF)

DATE Photo Returned to Customer

MAKEOVER

Charge to \_\_\_\_\_ Dept. \_\_\_\_\_

Estimated Time Required

REPRODUCTION

PHOTOGRAPH

COMPOSING

SETUP

ENGRAVING

Entered in Cont. Dept.

JUL 18 1938

110



ORANGE NEWS CO., ORLANDO, FLA.

NO. 84-H <sup>1427</sup>~~1221~~

ORDER NO. 13886

DATE 6-22-1938

12 500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) ORLANDO LAWN BOWLING CLUB,  
ORLANDO, FLA.

PRIVATE NO. BEFORE TITLE: 0-4

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

BLDGS. LEFT TO RIGHT: 1. WHITE GRAY SLATE ROOF. 2. CREAM GRAY SLATE ROOF. 3. GRAY SANDSTONE BLDG. WHITE WINDOW CASING. BROWN RAIN PIPES PURPLE BOUGAINVILLEA VINE ON BLDG. ARCH WAY POSTS WHITE. BENCHES MEDIUM GREEN. BIG HEDGE ALL ALONG FOREGR. RUNNING AT TRIANGLE IS FLAME VINE. FOR GOOD COLORING SEE CARD 2A-H605 ATTED. VINE SURPASSING FLAME VINE HEDGE AT CORNER BACK IS PURPLE BOUGAINVILLEA. TAKE OUT SHADOW IN FOREGR. MAKE PERFECT VIEW.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

TES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ESTIMATE

AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING TYPE SET UP			6-22-38	6-22-38
SKETCH				
RETOUCHING	205	4	6-23	6-23
PHOTO-LITHO				
BLUE PRINT STRIPPING & AQUING	82		7-6	7-7-38
ENGRAVING				
HAND COLOR PROOF	225	1 1/2		8 July
	171	9	7-15	7-16

DATE PRINT OR'D

DATE Filed

By

DATE HAND COLOR PROOF OR'D

DATE Photo Returned to Customer



JACKSONVILLE,  
DUVAL NEWS COMPANY, ~~ORANGE~~ FLA.

NO. 8A-H1428

ORDER No 3887

DATE 6-22-1938

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) OLD SPANISH TREASURY, ST.  
AUGUSTINE, FLA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT No. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

PILLARS GRAYISH CREAM (WEATHERBEATEN) SECOND FLOOR BOARDS AND ALSO RAINPIPE:  
GRAISH CREAM. WEATHERBEATEN GRAY SITTERS. MAIN FLOOR WALLS AT LEFT WHITE. AT  
RIGHT OFF WHITE. BROWN DOOR AND ALSO BOARD ALONG FLOOR. ROUND DISK IN GARDEN  
CEMENT. VINE IS A WHITE HONEYSUCKLE BRING OUT FLOWERS. COUCH NATURAL WOOD COLOR.  
CHAIR DARK BROWN. STONES IN RIGHT FOREGROUND ARE VARIGATED GRAY AND TAN. NOTE  
RED BRICK ALONG HOUSE IN RIGHT FOREGROUND. THE LARGE FERN POT BEHIND RAINPIPE IS  
DARK BLUE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,778

Executive OK

By

Date

ESTIMATE  
AND WORK SCHEDULE

By

Date

Cost Dept.

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 23 1938	JUN 23 1938
SKETCH				
RETOUCHING	56	3	6-23	7-1-38
PHOTO-LITHO				
BLUEPRINT STRAIGHTENING	62		7-1	7-7-38
ENGRAVING				
HAND COLOR PROOF	228	1 1/2		5 July
ARTIST DEPT.	214	9		

DATE BLUEPRINT OK'D.

By

DATE HAND COLOR PROOF OK'D.

DATE Filed

By

DATE Photo Returned to Customer



FLORIDA POST CARD CO., JACKSONVILLE, FLA.

NO. 8A-H1429

ORDER NO. 13888

DATE 6-22-1938

25 12 M POST CARDS ART COLOR TONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

940 - THE FLAME VINE, FLORIDA

TITLE (IN FULL) BOT- 0-6 IN ORLANDO, "THE CITY BEAUTIFUL"

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

FOR GOOD COLORING OF FLAME VINE SEE CARD attached 2A-H605. AND LET GREEN LEAVES SHOW THROUGH IN SPOTS AS INDICATED ON PHOTO. NOTE PINE TREE TO LEFT WHICH IS A DARK GREEN COLOR. BUSH IN CENTER BACKGROUND HAS SMALL WHITE BLOSSOMS. SHOW GRAY SPANISH MOSS. MAKE NICE GREEN LAWN. WHITE BILLOWY CLOUD EFFECT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,757,775

Executive Estimate

By

Date

JUN 23 1938

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By

Date

JUN 23 1938

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			10-22-38	JUN 23 1938
SKETCH				
RETOUCHING	5	3	1-10	7-5-38
PHOTO LITHO				
BLUEPRINT STRIPPING, OPAQUING	82		1-5	7-5-38
ENGRAVING				
HAND COLOR PROOF	225	1 1/2		6 July
ARTIST DEPT.	40	8	7/30/38	8/2/38

1 DATE BLUEPRINT GR'D

DATE Filed

2 DATE

By

DATE

By



FLORIDA POST CARD CO., JACKSONVILLE, FLA.

NO. 8A-H1430

ORDER NO. 13888

DATE 6-22-1938

25 M POST CARDS ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) ~~XXXXXXXX~~ PICKING ORANGES IN

IMPRINT SAME AS ABOVE

FLORIDA

FRONT: 0-5 A SCENE NEAR ORLANDO, FLA.

~~XXXXXXXXXX~~

PRIVATE NO. BEFORE TITLE: FF-43

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

PLEASE SHOW ORANGES IN THE BOXES EXCEPT THE ONE HELD BY MAN. NOTE CARD 3A-H990 ATTACHED. AND SHOW ORANGES IN BOXES AS IN THIS. FOR GOOD COLORING OF ORANGES AND TREES BE GOVERNED BY CARDS 3A-H990 and 7A-H1631 ATTACHED. PICKERS HAVE CANVAS SACK. TAKE OUT MAN TO LEFT ON GROUND. SHOW ORANGES GOOD.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Executive Order

Cost Dept. Checked

# ESTIMATE AND WORK SCHEDULE

By \_\_\_\_\_  
Date JUN 27

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, THE SET UP			6-27	7-8
SKETCH				
RETOUCHING	53	4	6-27	7-8
PHOTO LITHO				
BLEUPRINT STRIPPING, OPAQUING	82		7-7	7-8 147
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST DEPT.	211	9	7-8	

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE Filed \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_ By \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

53

110



FLORIDA POST CARD CO., JACKSONVILLE, FLA.

NO. 8A-111431

ORDER NO. 13892

DATE 6-22-1938

25 M POST CARDS	ART COLORTONE	WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.	FRONT No. 1	R. M. YES
TITLE (IN FULL) "SINGING TOWER" AT NIGHT TIME	IMPRINT SAME AS ABOVE	
NOT MOUNT IN LAKE SANCTUARY, LAKE WALES, FLA.		
PRIVATE NO. BEFORE TITLE: ST-40	6 BH 477	
	PHOTO PROPERTY OF	C.T.

COLOR DESCRIPTION  
MAKE MOONLIGHT SCENE BUT NOT TOO DARK. DO NOT SHOW MOON AND GIVE NICE CLOUD EFFECT  
SEE SWISS CARD ATT CHED FOR GOOD COLORS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

OF Estimate  
ESTIMATE  
Date JUN 27 1938 AND WORK SCHEDULE  
By  
Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COM. INC. THE SET UP			JUN 27 1938	JUN 27 1938
SKETCH				
RETOUCHING	205	3	6-27	7-88
PHOTO LITHO				
BLUEPRINT	87		7-8	7-9
STRIKING & PAQUING				
ENGRAVING				
HAND COLOR PROOF	225	1 1/2		12 July
ARTIST DEPT.		8 1/2		

1. DATE BLUEPRINT OF'D \_\_\_\_\_ DATE Filed \_\_\_\_\_  
2. DATE PHOTOGRAPH \_\_\_\_\_ By \_\_\_\_\_  
3. DATE PHOTO RETURNED TO CUSTOMER \_\_\_\_\_

ST-40  
111  
116



FLORIDA POST CARD CO., JACKSONVILLE, FLA.

NO. 8A-H1432

ORDER NO. 13892

DATE 6-22-1938

25 M POST CARDS		ART COLORTONE	WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. 1	R. M. NO
TITLE (IN FULL) 943 FLORIDA ORANGE GROVES FROM PRINT SAME AS ABOVE THE AIR DOT-V-19 NEAR VERO BEACH, FLA. SMALL TYPE: AERO-GRAPHIC CORP. PHOTO			
		PHOTO PROPERTY OF CUSTOMER	
<p>COLOR DESCRIPTION</p> <p>CUT DOWN VIEW AS MARKED. SHOW ORANGE GROVES NICELY AND MAKE HOME A CREAM BLDG. WITH SPANISH RED TILE ROOFS. VARIG. GREENS IN PALMS LAWN A BRIGHT GREEN. HEDGE NEAR HOUS RED HIBISCUS BLOSSOMS. SHOW ORANGES ON TREE.</p>			
<p>SUBMIT: RET. PHOTO      B. L. &amp; W. PROOF      HANDCOL PROOF <b>YES</b>      RETURN PHOTO.</p>			
<p>CURT TEICH &amp; COMPANY, INC., CHICAGO PHOTO TICKET</p>			

GLOBE MULTI-PLY FORMS © PAT. NO. 1,297,775

ESTIMATE  
AND WORK SCHEDULE  
By \_\_\_\_\_ Date \_\_\_\_\_  
JUN 27 1938

OPERATION	EST. TIME Clock No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 27 1938	JUN 27 1938
SKETCH			
RETOUCHING	213 4	6-27	7-11
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	87	7-11	7-12 41
ENGRAVING			
HAND COLOR PROOF	226 1/2		7-13
ARTIST DEPT.	217 8	7-21	7-29

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE FILED \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_ DATE PHOTO RETURNED TO CUSTOMER \_\_\_\_\_

713  
206

116



NO. SA-H1433

FLORIDA POST CARD CO., JACKSONVILLE, FLA.

ORDER NO 13892

DATE 6-22-1938

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) LAUGHING IN FLORIDA AT OL'  
MAN WINTER UP NORTH

IMPRINT SAME AS ABOVE

PRIVATE NO. UPPER RIGHT CORNER: 944

(C) C.T. & CO.

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SEE SKETCH ATTACHED. THIS MUST BE PERFECT. DESIGN IS GOOD JUST SEE TO IT THAT  
CONTRAST IS KEPT TO EXTREME. COLD LOOK TO RIGHT. TO LEFT? MAKE COLORFUL UMBRELLA

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Executive OK

# ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By Date

OPERATION	EST. TIME Clock No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		6-23	
SKETCH	61 6	6-24	7-11 SE
RETOUCHING			
PHOTO LITHO			
BLUETON STRIKING, OPAQUEING	82	7-11	7-12 45
INCRAYING			
HAND COLOR PROOF	225 1 3/4		13 July
ARTIST	24 12 3/4	7-3-38	7-8-38

DATE RECEIVED DATE Filed

DATE Photo Returned to Customer

114



FLORIDA POST CARD CO., JACKSONVILLE, FLA.

NO. 8A-H1434

ORDER 10892

DATE 6-22-1938

25 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) ALLIGATOR EGGS HATCHING,  
FLORIDA

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE: 61

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE PHOTO 31145.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

yes RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

Executive OK

ESTIMATE

Cost Dept.

By

AND WORK SCHEDULE

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING TYPE SET UP			JUN 25 1938	JUN 25 1938
SKETCH				
RETOUCHING	9	2		
PHOTO LITHO				
BLUE PRINT STRIPPING, OPAQUING	83		6-29	6-29
ENCRAVING				
HAND COLOR PROOF	21	1 1/2	6-30	6-30
ARTIST DEPT.	112	8		7-28

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

113 K.B.



FLORIDA POST CARD CO., JACKSONVILLE, FLA.

NO. 8A-H1435

ORDER NO. 13895

DATE 6-22-1938

25 M POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) THE SCENIC "RAVINE GARDENS",  
PALATKA, FLA.

PRIVATE NO. BEFORE TITLE: P-7

*In sky*

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M.

YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

FRONT TERRACES VARIG. ROCKS OF GRAY TAN SOME GREENISH WEATERSTAINED. TOP OF  
TERR. DOORWAY NATURAL ROAD. NOTE VINES GROWING UP PILLAR. WHITE AZALEAS IN FRONT  
OF TERRACES. FLOWERS ON TOP OF TERRACE ARE A LIGHT LAVENDAR. FLOWERS TO LEFT  
OF WALK ARE ORANGE LILIES. PINK AZALEA BUSHES ALONG WALL OF SECOND TERR. BUSH  
BETWEEN PILLARS OF 2 TERRACE IS A LAVENDAR AZALEA. NOTE DARK EVERGREEN BUSHES.  
VARIGATE GREEN FOLIAGE. SPANISH MOSS LIGHT GRAY.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,773

Estimate Of

By

Date

ESTIMATE

AND WORK SCHEDULE

By

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 21 1938	JUN 24 1938
SKETCH				
RETOUCHING	205	3	6-29	6-30
PHOTO-LITHO				
BLUEPRINT STYLING, OPAQUING	8289		6-30	7-1
ENCHAVING				
HAND COLOR PROOF	225	1 1/2		5 July
ARTIST DEPT.	219	8	7/25	7/27

DATE BLUEPRINT OK'D.

DATE Filed

DATE HAND COLOR PROOF OK'D.

By

DATE Photo Returned to Customer

*Handwritten notes and signatures in the bottom right corner.*



FLORIDA POST CARD CO., JACKSONVILLE, FLA.

NO. 8A-H1436

13893  
ORDER NO.

DATE 6-22-1938

25 M POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) THE NORTH SIDE OF SINGING  
TOWER, LAKE WALES, FLA.

PRIVATE NO. BEFORE TITLE: ST-41

*In sky*

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

DATE PALMS TO LEFT A GLOSSY DARK GREEN. FLOWER BUSHES IN FRONT OF THESE LIGHT  
BLUE AND PURPLE. LIGHT GREEN LAWN IN CENTER SHOWING CEMENT GRAVE TABLET SURROUNDED  
BY VARIG. FLOWERS. LARGER BUSH TO LIGHT PINK BLOSSOMS. SMALL BUSHES RED BLOSSOMS.  
~~SMALLER BUSHES~~ GOOD BLUISH GREEN WATER.

SEE CARD ATTACHED 1A2144 ATTACHED FOR COLOR OF TOWER ONLY.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ESTIMATE

By

Date

ESTIMATE

HAND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 23 1938	JUN 23 1938
SKETCH			
RETOUCHING	54 3	6-23	7-6
PHOTO-LITHO			
BLUE-PRINT STRIPPING, OPAQUING	82	7-6	7-6 4P.
ENGRAVING			
HAND COLOR PROOF	21 1/4	7-7	7-8
ARTIST DEPT.	39 8	8-8	8-11

DATE BLUE-PRINT OK'D. DATE FILED

DATE HAND WORK PROOFED Bu

DATE PHOTO RETURNED TO CUSTOMER

110



FLORIDA POST CARD CO., JACKSONVILLE, FLA.

NO. 8A-H143<sup>7</sup>

ORDER NO. 13893

DATE 6-22-1938

25 M POST CARDS	ART COLORTONE	FULL FACE
(ALL OF THIS ON THE PICTURE SIDE)	(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. 1	R. M. NO
TITLE (IN FULL) AN "OLD TIMER" IN MCKEE JUNGLE GARDENS, FLORIDA	IMPRINT SAME AS ABOVE	
PRIVATE NO. BEFORE TITLE FF-44		
<i>In sky</i>		
	PHOTO PROPERTY OF	CUSTOMER

COLOR DESCRIPTION

CUT DOWN ON PHOTO AS MARKED. ALLIGATOR IS BROWNISH GRAY DIRTY COLOR ON TOP, LIGHTER GRAY AT BOTTOM. EYES GREEN, RED MOUTH LINE. WATER GREENISH BLUE. FERNS IN BACK LIGHT GLOSSY GREEN. RED BLOSSOMS ON BUSH TO LEFT. NICE GREEN LAWN. TAKE OUT SIGN. WATERLILY PAD LIGHT GREEN.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF **YES** RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK *[Signature]*

**ESTIMATE**  
AND WORK SCHEDULE

Cost Dept. Checked *[Signature]*

By *[Signature]* Date *JUN 23 1938*

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 23 1938	JUN 23 1938
SKETCH			
RETOUCHING	2		
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	82	6-29	6-30
ENGRAVING			
HAND COLOR PROOF	225 1 1/4		5 7 AM
ARTIST DEPT.	8 3/4	6-30	6-30

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE Filed \_\_\_\_\_

By \_\_\_\_\_ By \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_ DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

110  
K3



FLORIDA POST CARD CO., JACKSONVILLE, FLA.

NO. 8A-H1438

13893  
ORDER NO.

DATE 6-22-1938

25 M POST CARDS	ART COLORTONE	FULL FACE
(ALL OF THIS ON THE PICTURE SIDE)	(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. 1	R. M. NO
TITLE (IN FULL) ORANGE GROVES IN SUNNY FLORIDA	IMPRINT SAME AS ABOVE	
PRIVATE NO. BEFORE TITLE: FF-45		
	PHOTO PROPERTY OF CUSTOMER	

*In shy*

COLOR DESCRIPTION  
TAKE OUT TWO MEN AND SHOW ROW OF ORANGE GROVES ON HILL IN BACK GOOD. THERE IS A LAKE TOWARDS BACKGROUND. FOR GOOD COLORS OF ORANGES AND TREES SEE CARD 7A-H1631  
NOTE ORANGES ON GROUND. LEAVE AS IS. PINE TREES AROUND LAKE. TAKE OUT TWO MEN.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,292,775

ESTIMATE  
AND WORK SCHEDULE  
By \_\_\_\_\_ Cost Dept. Checked \_\_\_\_\_  
Date JUN 22 1938 Date JUN 22 1938

OPERATION	EST. TIME Chk No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 23 1938	JUN 23 1938
SKETCH			
RETOUCHING	52 4	6-23	7-1 SP
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	82	7-6	7-6 HT
ENGRAVING			
HAND COLOR PROOF	31 1 1/2	7-7	7-7
ARTIST DEPT.	37 8 1/2	July 30, 38	Aug 3 1938

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE Filed \_\_\_\_\_  
By \_\_\_\_\_ By \_\_\_\_\_  
DATE HAND COLOR PROOF OK'D \_\_\_\_\_ DATE Photo Returned to Customer \_\_\_\_\_  
by \_\_\_\_\_

52

110



FLORIDA POST CARD CO., JACKSONVILLE, FLA.

NO. 8A-H1439

ORDER NO. 13893

DATE 6-22-1938

25 M POST CARDS

ART COLORTONE

FULL PAGE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M.

MM YES

TITLE (IN FULL) ~~XXX~~ PURPLE BOUGAINVILLEA,  
FLORIDA

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE: FF-46

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

THE BEST SOFT PURPLE YOU CAN MAKE, BLOSSOM ARE IN BUNCHES AND IN SOME SPOTS  
DARK GREEN LEAVES SHOW THROUGH. TAKE OUT HOUSE AND BOX ON GROUND. TRY AND DO A  
VERY GOOD JOB ON THIS AND THIS VIEW ~~SHOULD~~ SHOULD BE A FAST SELLER IF IT TURNS  
OUT RIGHT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,773

## ESTIMATE

Cost Dept. Checked

By

Date

## HAND WORK SCHEDULE

OPERATION	EST. TIME Clock No. (Time Allowed)	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING TYPE SET UP		JUN 22 1938	
SKETCH			
RETOUCHING	204 2	June 24	
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	82	7-6	7-6 45
ENGRAVING			
HAND COLOR PROOF	225 1 1/2		8 July
ARTIST DEPT.	62 8	8-8	8-9 1

I DATE BLUEPRINT OK'D \_\_\_\_\_ DATE Filed \_\_\_\_\_

II By \_\_\_\_\_ B4 \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_



NO. 84-111440

FLORIDA POST CARD CO., JACKSONVILLE, FLA. ORDER 18893

DATE 6-22-1938

25 M POST CARDS

ART COLORTONE

FULL PAGE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M.

NO

TITLE (IN FULL) COME TO FLORIDA

IMPRINTS: AS ABOVE

PRIVATE NO. UPPER LEFT CORNER: FF-47

(TITLE IN RED)

© C.T. v. Co. p. all rights

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

COLOR UP NICELY. SHOW LAKES IN BLUE AND DRAWINGS OF OBJECTS NATURAL, ~~REX~~ SUCH AS YELLOW FOR THE SUN IN ST. PETERSEBURG, ETC. CONTINUE SOLID HIGHWAY FROM MAIN LAND TO KEY WEST. BRING/ <sup>OUT</sup> ORANGE AND GREEN COLORS IN UMBRELLA AND SLIGHT TAN ON GIRL. BLuish GREEN WATER.

D 4638

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

DATE OF ESTIMATE

ESTIMATE

By Curt Teich

Date

AND WORK SCHEDULE

By

Date

OPERATION

EST. TIME

Clock No. | Time Allowed

DATE ENTERED DEPT.

DATE COMPLETED

COMPOSING TYPE SET UP

JUN 27 1938

JUN 27 1938

SKETCH

RETOUCHING

12 7

6-27

6-27

PHOTO LITHO

BLUEPRINT  
STRIPPING, OPAQUING

82

7-6

7-7 45

ENGRAVING

HAND COLOR PROOF

225 2

8 July

ARTIST DEPT.

24 14

7-28-38

DATE BLUETINT CARD

DATE FILED

DATE PHOTOGRAPH CHECKED

DATE PHOTO RETURNED TO CUSTOMER

579  
red impression



DATE 6-22-1938

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT No. 1

R. M. NO

948  
TITLE (IN FULL) ROYAL POINCIANA TREE IN FULL  
BLOOM, FLORIDA

IMPRINT SAME AS ABOVE

BOT: 21  
PG-21 AS SEEN IN FUNTA GORDA, FLA.

PHOTO PROPERTY OF C.T.

### COLOR DESCRIPTION

SEE CARD 4A-H1237 ATTACHED FOR GOOD POINCIANA COLORING. NOTE WHITE SPOTS IN BLOSSOMS AT INTERVALS. TAKE OUT SMALL BUSH IN FOREGR. MAKE SMOOTH GREEN LAWN. PALMS HAVE LIGHT GRAY TRUNKS, GETTING SHINY GREEN AT TOP. TAKE OUT HOUSE

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

VTS

RETURN PHOTO

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,773

54



FLORIDA POST CARD CO., <sup>JA</sup> JACKSONVILLE, FLA.

NO. 8A-H1442

ORDER NO. 13894

DATE 6-22-1938

25 MPOST CARDS	ART COLORTONE	WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)	(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE <u>UPPER, LOWER</u> CENTER - BORDER.	FRONT No <u>1</u>	R. M. <u>NO</u>
TITLE (IN FULL) <del>XXX</del> 949 SHUFFLEBOARD, A POPULAR SPORT IN FLORIDA	IMPRINT SAME AS ABOVE	
BOT- B-85 RECREATION PARK, BRADENTON, FLA. 95		
	PHOTO PROPERTY OF	C.T.

COLOR DESCRIPTION  
TAKE OFF FROM FOREGR. AND TAKE OUT MAN IN CENTER OF COURSES ALSO FENCE ALONG  
FRONT. CEMENT COURSES HAVE MARKINGS WHICH IS MOST IMPORTANT AND MUST BE BROUGHT  
OUT SAME AS ON CARD 7A-H809 ATTACHED. BLOCKS ARE BLACK AND RED. PUT IN SUMMERY  
CLOTHES ON FOLKS. LIGHTS HAVE GREEN SHADES. HOUSES WHITE WITH RED ROOF.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

Initiative OK By DATE ESTIMATE Cost Dept. Checked  
By DATE JUN 23 1938 AND WORK SCHEDULE By DATE JUN 23 1938

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET			JUN 23 1938	JUN 23 1938
SKETCHING				
RETOUCHING		4		
PHOTO LITHO				
INTERLITHO (STEELING, COATING)	62		5-7	5-7 45
ENGRAVING				
HAND COLOR PROOF	225	1 1/2		6 July
ARTIST EPT.	25	9		

DATE PRINT OK'D DATE Filed  
By By  
DATE PROOF OK'D DATE Photo Returned to Customer  
By By

56  
7

57  
110



FLORIDA POST CARD CO., JACKSONVILLE, FLA.

NO. 8A-M1443

ORDER NO. 13894

DATE 6-22-1938

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) A FLORIDA MODERN TRAILER PARK,  
BRADENTON, FLA.

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE: 950

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

AUSTRALIAN PINES ARE DARK GREEN. TRAILERS ARE MOSTLY BROWN AND GRAY WITH GREEN AND  
AND SILVER COLOR TRIMS. TAN CANVASSES. USE OWN GOOD JUDGMENT FOR FINE COLORING.  
NOTE LIGHT GRAY MOSS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,777

Executive OK

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

JUN 23 1938 AND WORK SCHEDULE

JUN 22 1938

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 22 1938	JUN 22 1938
SKETCH				
RETOUCHING	56	5	6-23	7-1 SC
PHOTO LITHO				
BLUEPRINT STRIPPING, OPAQUING	62		7-5	7-5-45
ENGRAVING				
HAND COLOR PROOF	225	1 1/2		6 July
ARTIST DEPT.	219	8	7/28	8/2

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

56

110



NO. 8A-M1444

FLORIDA POST CARD CO., JACKSONVILLE, FLA.

ORDER NO. 13894

DATE 6-23-1938

25 M

POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL) 951 FLAME VINE IN FULL BLOOM,  
FLORIDA

IMPRINT SAME AS ABOVE

DOT- B-96 AS SEEN IN BRADENTON, FLA.

PHOTO PROPERTY OF

CUSTOMER

## COLOR DESCRIPTION

HOMES WHITE, GREEN WINDOW TRIMS, SLATE ROOFS. FOR FLAME VINE GROWING OVER FRONTS  
SEE CARD 2A-M605 and BE MOST PARTICULAR ABOUT THIS. ON GROUND AT BLDGS. ARE LIGHT  
GREEN BUSHES AND FLOWERS OF WHITE AND LAVENDAR. OLEANDER BUSH TO RIGHT FOREGR.  
HAS WHITE BLOSSOMS. CACTUSES HAVE GREEN CENTER LEAVES, OUTSIDE CREAM COLOR. BUSH  
TO EXTREME LEFT FOREGR. RED BLOSSOMS. MAKE NICE GREEN LAWN AND SHOW SOIL IN CIRCLE  
AROUND SMALL PALM IN CENTER.

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK *[Signature]*

## ESTIMATE

Cost Dept. Checked

By

By

Date

Date

## AND WORK SCHEDULE

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 23 1938	JUN 23 1938
SKETCH				
RETOUCHING	10	5		
PHOTO LITHO				
BEST PRINT STRIPPING, OPAQUING	82		7-6	7-6 48
ENGRAVING				
HAND COLOR PROOF	225	1 1/2		3 7 1/2
ARTIST FEEL	44	8 1/2	7/26/38	7/28/38

DATE SUBMITTED

DATE Filed

DATE PAID OTHER PROOF ORD

By

DATE Photo Returned to Customer

204

110



NO. 84-111445

FLORIDA POST CARD ~~KENNEL~~ CO., JACKSONVILLE, FLA.

ORDER NO. 13894

DATE 6-22-1938

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL) 952 A TROPICAL STREET BY  
MOONLIGHT, FLORIDA

IMPRINT SAME AS ABOVE

BOT- F-53 FIRST STREET, FORT MYERS, FLA.

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

MAKE GOOD MOONLIGHT SCENE SHOWING MOON IN BACKGROUND. DO NOT MAKE TOO DARK.  
TAKE OUT LETTERING. PALM TRUNKS LIGHT GRAY GETTING GLOSSY LIGHT GREEN AT TOP.  
PUT SOME RED AND WHITE BLOSSOMS ON BUSHES TOWARDS BACKGR. MAKE FINE VIEW.  
TAKE OUT POLES AND WIRES. CLOUDY SKY EFFECT.

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK *[Signature]*ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By *[Signature]*By *[Signature]*Date *[Signature]*Date *[Signature]*

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 23 1938	JUN 23 1938 <i>[Signature]</i>
SKETCH				
RETOUCHING	206	4	6-23	7-7 <i>[Signature]</i>
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	82		7-7	7-8 <i>[Signature]</i>
ENGRAVING				
HAND COLOR PROOF	225	1 1/2		12 July
ARTIST DEPT.	39	8	8-1	8-30

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

B

206

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Pass.

FLORIDA POST CARD CO., JACKSONVILLE, FLA.

NO. 8A-M1446

ORDER NO. 13894

DATE 6-22-1938

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. MNO

TITLE (IN FULL) 953 PALMS AND FLOWERS IN  
TROPICAL FLORIDA

IMPRIN SAME AS ABOVE

BOT- F-54 RESIDENCE SECTION, FORT MYERS,  
FLA.

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

ROYAL PALMS ALMOST WHITE TRUNKS NICE BRIGHT GREEN LEAVES. VARIC. FLOWERS IN  
SCREGR. OF RED AND PINK. TO LEFT BACKGROUND ROYAL POINCIANA TREE RED BLOSSOMS.  
FOR GOOD Poinciana COLORS SEE CARD 4A-M1237 ATTACHED. USE OWN JUDGMENT FOR  
FINE HARMONY IN COLORS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,292,775

Estimate By

Date

# ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP			
SKETCH			
RETOUCHING	9 2	7-1	7-1
PHOTO LITHO			
BLEUPRINT STRIPPING, OPAQUING	8 2	7-1	7-1
ENGRAVING			
HAND COLOR PROOF	216 1/2	7-5	7-5
ARTIST DEPT.	213 8	7-25	7-26

DATE BLUEPRINT OK'D.

DATE Filed

L

By

By

DATE HAND COLOR PROOF OK'D.

DATE Returned to Customer

9

110



FLORIDA POST CARD CO., JACKSONVILLE, FLA.

NO. 8A-H1447

ORDER No. 13894

DATE 6-22-1938

25 MPOST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE, UPPER, LOWER, CENTER, BORDER.

FRONT No. 1

R. M.

NO

TITLE (IN FULL) 954 ORTONA LOCK, CALOOSA HATCHEE IMPRINT SAME AS ABOVE

RIVER, FLORIDA

ROT- F-55 BETWEEN FORT MYERS AND LAKE OKEECHOBEE

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

CONCRETE LOCK SILVER TRIMS. LAMP POSTS SILVER. HOMES WHITE, GREEN ROOF. NICE GREEN LAWN. BLuish GREEN WATER. TAKE OUT LILIES FROM WATER IN FOREGR. BRING OUT E FLAGS. LOCK TO RIGHT BACKGROUND IS CONCRETE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

Executive Estimate

By

Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Ck No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING TYPE SET UP		JUN 24 1938	JUN 24 1938
SKETCH			
RETOUCHING	31 3	6-24	5-8
PHOTO LITHO			
BLUEPRINT STRIPPING, OPAQUING	17	7-6	7-7 45
ENGRAVING			
HAND COLOR PROOF	31 1 1/4	7-8	7-8
ARTIST DEPT	8		

DATE BLUEPRINT OF'D

DATE Filed

By

By

DATE HAND COLOR PROOF

DATE Photo Return to Customer

L.

114



NO. 84-H1448

FLORIDA POST CARD CO., JACKSONVILLE, FLA.

ORDER No. 13895

DATE 6-22-1938

12 M 500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

TITLE (IN FULL) MAGNOLIA STREET, OCALA, FLA.

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE: 0-2

*D. sky*

PHOTO PROPERTY OF C.T.

## COLOR DESCRIPTION

LEFT: 1. DIXIE THEATER BLDG. VARIG. CREAM BRICK. SIGN WHITE LETTERS ON RED. 2. FRONT LIGHT CREAM BRICK SIDE DEEP RED BRICK. MED. GREEN AWNINGS. DRUG SIGN WHITE LETTERS ON DARK GREEN. 3. 2-3 FT WHITE, BROWN AWNING. 4. DEEP CREAM, GRAY TRIM, BLACK AND WHITE AWNINGS. 5. LIGHT CREAM STUCCO. 6. VARIG. TAN BRICK. 7. RED BRICK. 8. DARK CREAM, WHITE TRIM. 9. TALL HOTEL BLDG. OFF WHITE STUCCO, RED TILE ROOF. RIGHT: COURT HOUSE: CREAMISH GRAY STONE BLDG. WHITE WINDOW TRIM. GRAY STONE MONUMENT. GREEN BENCHES SILVER COLOR LAMPPOLLS. ALL COLOR PANSIES ALONG WALK. GRAY CORNER BLDG. TAKE OUT POLES & WIRES.

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive Estimate

By *[Signature]*  
DateESTIMATE  
AND WORK SCHEDULECost Dept. Checked *[Initials]*By *[Signature]*  
Date

OPERATION	EST. TIME Clk No. Time Allowed	DATE ENTERED	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 23 1938	JUN 24 1938
SKETCH			
RETOUCHING	4		
PHOTO-LITHO			
BLEUPRINT STRIPPING, OPAQUING	82	7-7	7-8
ENGRAVING			
HAND COLOR PROOF	1 1/2		
ARTIST D. PT.	221 9	7-25	8-2

DATE BLUEPRINT COMPLETED

DATE HAND COLOR PROOF COMPLETED

DATE Photo Returned to Sender

113



FLORIDA POST CARD CO., JACKSONVILLE, FLA.

NO. 8A-M1449

ORDER NO. 13095

DATE 6-23-1938

12 M 500 POST CARDS

ART COLORTONE

FULL PAGE

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(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) TROPICAL "LARGO VICTA" FT.  
PIERCE, FLA.

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE: FP-29

*In sky*

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION  
NATURAL WOOD COLOR BRIDGE, GRAYISH BAMBOO RAILING. PINK WATER LILIES. HIBISCUS  
BUSHES ON ISLAND RED HOWEVER FEW AT RIGHT ON ISLAND PINK. AIRPLANTS ON BRIDGE LIGHT  
LIGHT GREEN. FAR BACKGROUND AT RIGHT MED. GREEN AUSTRALIAN PINES WITH LIGHTER  
GREEN PALMS BEFORE THEM. NICE BLUISH GREEN WATER WITH GOOD REFLECTIONS.  
BILLOWY CLOUD EFFECT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,799,772

ESTIMATE

ESTIMATE

Cost Dept. Check

By

By

Date

Date

AND WORK SCHEDULE

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 24 1938	JUL 1 1938
SKETCH				
RETOUCHING	213	2	6-2-38	7-1-38
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	12		7-6	7-6 NOT
ENGRAVING				
HAND COLOR PROOF	216	1 1/2	7-7	7-7
ARTIST DEPT	30	8	7-25-38	8-1-38

DATE BLUEPRINT OK'D

DATE PAID

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

205-

ST.  
114



FLO IDA POST CARD CO., JACKSONVILLE, FLA.

NO. 8A-11450

ORDER NO. 13895

DATE 6-23-1938

12 M 500 POST CARDS

ART COLORTONE

XX FULL PAGE

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(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M.

NO

TITLE (IN FULL SCENE IN PALMOURN, FLORIDA

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE: M-18

*In sky*

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

RIGHT: 1. LIGHT GREENISH GRAY SANDSTONE BLDG. 2. LIGHT GRAY RED MC CROXY SIGN. 3. WHITE. 4. TAN RED ROOF. CENTER: WHITE HOTEL GREEN WINDOW TRIM. BASE FLOOR TAN STONE SMALL PARK IN FRONT OF HOTEL. SHOW TANNISH ROCK FOUNTAIN. LEFT: TALL BLDG. WHITE. TAKE OUT ALL LETTERING ON BLDG. TAKE OUT WATER BY HYDRANT. POLES AND WIRES. SHRUBS IN FOREGROUND ARE COPPER COLD CROTON LEAVES, WITH LIGHT GREEN FERNS IN FRONT OF THEM

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

# ESTIMATE

## AND WORK SCHEDULE

By

By

Date

Date

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, WITH SET UP		JUN 24 1938	JUN 24 1938
SKETCH			
RETOUCHING	52 5	6-24	6-30
PHOTO LITHO			
BLUEPRINT STRIPPING, OPAQUING	82	6-30	6-30
ENGRAVING			
HAND COLOR PROOF	216 1 1/2	7-1	7-1
ARTIST DEPT.	117 9		7-29

DATE BLUEPRINT OK'D

DATE

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer



FLORIDA POST CARD CO., JACKSONVILLE, FLA.

NO. 8A-H1481

ORDER NO. 13895

DATE 6-23-38

12 M 500 POST CARDS

ART COLORTONE

~~NO~~ FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

1

R. M.

NO

TITLE (IN FULL) BRIDGE TO PLANCH ACROSS INDIAN RIVER, LAU GALLIE, FLA.

IMPRINT

SAME AS ABOVE

PRIVATE NO. BEFORE TITLE: M-11

PHOTO PROPERTY OF

c.t.

COLOR DESCRIPTION

BRIDGE NATURAL WOOD. RAILING WHITE. AT RIGHT PINK OLEANDER BUSH, PUT ON BLOSSOMS. WEATHER STAINED GREEN PILING. BRING OUT DRAW BRIDGE HOUSE IN BACK OF BRIDGE. WHITE WITH RED TILE ROOF. PLANTS ARE A DARK GLOSSY GREEN, SPANISH BAYONETT PLANT. CEMENT FLOOR. CHAIR ORANGE COLOR. NICE GREENISH BLUE WATER. LIGHT BLUE SKY WITH WHITE CLOUDS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ESTIMATE  
AND WORK SCHEDULE

By [Signature] Date June 27, 1938

Cost Dept. Checked [Signature]

OPERATION	EST. TIME (Clock No.   Time Allowed)	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 24 1938	JUN 24 1938
SKETCH			
RETOUCHING	204 2	June 27	June 29 38
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	82	6 - 30	6 - 30 15
ENGRAVING			
HAND COLOR PROOF	1 1/4		
ARTIST DEPT.	7		

DATE BLUEPRINT OK'D

DATE FILED

By

By

DATE HAND COLOR PROOF OK'D

DATE RE-PRINTED IN COLOR

By



FLORIDA POST CARD CO., JACKSONVILLE, FLA.

NO. 8A-H1452

ORDER NO. 13895

DATE 6-23-1938

12 M 500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1X R. M. NO

TITLE (IN FULL) INDIAN RIVER COUNTY COURT

IMPRINT SAME AS ABOVE

HOUSE, VERO BEACH, FLA.

PRIVATE NO. BEFORE TITLE: V-20

*In sky*

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

VAPOR. LIGHT AND DARK TAN BRICK BLDG. CEMENT TRIM, TRIM AROUND DOOR AND THREE STRIPES IN CENTER OF BLDG. WHITE. CROTONS ON BOTH SIDES OF DOOR AND RED HIBISCUS BUSHES. NICE GREEN LAWN. CEMENT WALK. ASPHALT STREET. TAKE OUT CAR. PUT LEAVES ON PALMS WHICH ARE NOT COMPLETE AT TOP

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,297,776

By  
Date

# ESTIMATE AND WORK SCHEDULE

Cos. *J. P. Clark*

By

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 24 1938	JUN 24 1938
SKETCH				
RETOUCHING	51	4	6-20	6-30
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING }	82		6-30	7-14
ENGRAVING				
HAND COLOR PROOF	216	1 1/2	7-5	7-5
ARTIST DEPT.	63	8	7/26/38	7/29/38

DATE BLUEPRINT OK'D

DATE PAID

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

51

114



FLORIDA POST CARD CO., JACKSONVILLE, FLA.

NO. 84-11453

ORDER NO. 13895

DATE 6-23-1938

12 M 500 POST CARDS

ART COLORTONE

WHITE BOYER *Full Face*

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT No. 1 R. M. NO

TITLE (IN FULL) CLUBHOUSE IN FLORIDA CYPRESS GARDENS

IMPRINT SALE AS ABOVE

PRIVATE NO. BEFORE TITLE: ~~NE~~ CG-7

*In sky*

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

BLDG. VERY LIGHT CREAM STUCCO BLDG. BROWN TRIM ALL OVER. VARIO. LIGHT OR DARK BOLL RED TILE ROOF. BRING OUT. NOTE WALK CYPRESS BLOSS LIGHT AND DARK GREY. NATURAL COLOR BUSHES. CYPRESS TREES. DARK GRAY TREE STEMS WITH STILL DARKER GRAY AND TAN TINT AROUND ROOTS. DRIED GRASS (COLOR) NEAR SHORE. NATURAL GRAY FOR MOSS ON TREES. GOOD GREEN LAWN IN BACK, WHITE SWAN.

SUBMIT: RET PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,794,775

*88*

# ESTIMATE AND WORK SCHEDULE

Comp Dept. Checked *h*

By *h*  
Date *6-23-38*

OPERATION	EST. TIME	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING TYPE SET UP		JUN 24 1938	JUN 24 1938
SKETCH			
RETOUCHING	54 2	6-26	6-30
PHOTO LITHO			
BLUET STONE GRAYING	82	6-30	7-1 H.T.
ENGRAVING			
HAND COLOR PROOF	1 1/2		
ARTIST	62 8	7-26	7-28

DATE ESTIMATE OK'D \_\_\_\_\_ DATE FOR \_\_\_\_\_

DATE ORDER OK'D \_\_\_\_\_ DATE FOR \_\_\_\_\_



FLORIDA POST CARD CO., JACKSONVILLE, FLA.

NO. 8A-HL454

ORDER NO. 13895

DATE 6-23-1938

12 M500 POST CARDS

ART COLOR TONE

~~WHITE~~ *Full size*

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) BRIDGE OVER ST. LUCIE RIVER,  
STUART, FLA.

IMPRINT NAME AS ABOVE

PRIVATE NO. BEFORE TITLE: S-2

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

2 sky  
OFF WHITE CEMENT BRIDGE. RED TILE ROOF ON DRAW TOWERS. DRAWS SILVER COLOR. PILLAR  
IN WATER BLACK. HUT ACROSS RIVER WHITE BOARDS, BEYOND WHICH IS CREAM STUCCO BLDG.  
CLEAN UP FOREGROUND AND MAKE NICE GREEN LAWN. BLuish GREEN WATER. PRETTY CLOUD  
EFFECT. TAKE OUT HOISTS SHOWING ABOVE DRAWBRIDGE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ESTIMATE  
AND WORK SCHEDULE

By

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clk No.	Time Allowed		
COORDINATING THE SET UP			JUN 24 1938	JUN 24 1938
ETCH				
RETOUCHING	51	3	6-24	6-30 SP
PICTO LITHO				
BLUEPRINT SPECIFICATIONS	82		6-30	7-1 PM
ENCORAVING				
MAKE COLOR PROOF	216	1/2	7-6	7-6
ART DRESS		8		

DATE BLUEPRINT ORD

DATE PRD

DATE HAND COLOR PROOF ORD

DATE Photo Returned to Customer

114



NO. 87-11455

FLORIDA POST CARD CO., JACKSONVILLE, FLA.

ORDER NO. 13895

DATE 6-23-1938

12 M 500 POST CARDS

ART CCLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M.

NO YES

TITLE (IN FULL) JUNIPER SPRINGS NEAR OCALA,

IMPRINT SAME AS ABOVE

FLA.

PRIVATE NO. BEFORE TITLE: 0-3

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

BLDG. SLIGHTLY VARIC. NATURAL COLOR STONES. NAT. COLOR WOOD ~~XXXXXXXXXX~~ SHINGLES  
AND BOARD. SHOW WATER FALLING OFF WATERWHEEL. VARIGATE GREEN FOLIAGE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

ESTIMATE

By

By

Date

JUN 29 1938

WORK SCHEDULE

Date

JUN 29 1938

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 30 1938	JUN 30 1938
SKETCH				
RETOUCHING	205	4		
PHOTO LITHO				
BLUE PRINT SPECIAL OPERATIONS	87		7-9	7-11 H.T.
ENCARTING				
HAVE COLOR PROOF	225	1 1/2		12 July
ARTIST COST	25	9		

DATE RECEIVED OF

DATE PAID

DATE PHOTO RETURNED

DATE Photo Returned to Customer

205

X

1200



FLORIDA POST CARD CO., JACKSONVILLE, FLA.

NO. 8A-H1456

ORDER NO. 13896

DATE 6-22-1938

25 MPOST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT No 1

R. M.

NO

TITLE (IN FULL) ~~XXXX~~ OVERSEAS HIGHWAY TO  
KEY WEST, FLA. 7 MILE BRIDGE CROSSING  
PIGEON KEY

IMPRINT

SAME AS ABOVE

PRIVATE NO. BEFORE TITLE: FF-48

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

LIGHT CONCRETE BRIDGE RAILING ALUMINUM COLOR. SHOW HOUSES AND PALMS ON ISLAND  
ALSO PIER. HOUSES ARE WHITE WITH GREEN ROOFS. SHOW BEND OF BRIDGE AND EXTENSION  
WAY BACK. LEAVE IN CARS MAKE MODERN. WATER IS GREENISH BLUE. AND SKY A LIGHT  
BLUE WITH WHITE CLOUD EFFECT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

JUN 22 1938

JUN 24 1938

AND WORK SCHEDULE

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 24 1938	JUN 24 1938
SKETCH				
RETOUCHING	51	3	6-24	6-30
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	82		6-30	6-30 45
ENGRAVING				
HAND COLOR PROOF	216	1 1/2	7-5	7-5
ARTIST DEPT.	38	8	7-25	7-27

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

Photo Returned to Customer

265

(X)

114



FLORIDA POST CARD CO., JACKSONVILLE, FLA.

NO. 8A-11457

ORDER No 13897

DATE 6-22-1938

12 M500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) MOONLIGHT ON CAUSEWAY TO  
ATLANTIC OCEAN, FORT ~~XXX~~ PIERCE, FLA.

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE: FP-28

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

WHITE ~~XXX~~ WASHED CEMENT BRIDGE. GREEN LIGHT POLES. ~~MY~~ DARK GREEN AUSTRALIAN PINE  
TREES ON ISLAND IN BACK. MAKE NICE MOONLIGHT SCENE NOT TOO DARK AND SHOW MOON  
TOWARDS RIGHT. SHOW NICE MOONLIGHT REFLECTION IN WATER, MOSTLY SILVER  
COLOR. GOOD CLOUD EFFECT.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

Executive OK of Estimate

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

By

Date

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 21 1938	JUN 21 1938
SKETCH				
RETOUCHING	5	4 1/2		
PHOTO LITHO				
BLUEPRINT STRIKING & AQUINO	8	✓	7-7	7-8 A.T.
ENGRAVING				
HAND COLOR PROOF	225	1 1/2		12 July
ARTIST DEPT.	36	8	7-25	7-27 W.P.

DATE BLUEPRINT OK'D

DATE Filed

DATE HAND COLOR PROOF OK'D

By

DATE Photo Returned to Customer



FLORIDA POST CARD CO., JACKSONVILLE, FLA.

NO. 8A-H1458

ORDER NO. 13897

DATE 6-22-1938

12 M500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) 942 MOSS-COVERED CYPRESS TREES, FLORIDA

BOT- CL-1 LAKE MINNEHAHA, ~~MINNEAPOLIS~~ CLEMMONT, FLA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SEE CARD 4A-H1226 ATTACHED FOR GOOD MOSS AND CYPRESS COLORING. NOTE WATERLILIES WHICH ARE YELLOW AND PINK WITH LIGHT GREEN LEAVES. MAKE GREENISH BLUE WATER COLOR. GOOD WHITE BILLOWY CLOUDS IN LIGHT BLUE SKY.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,754,775

Executive Order Estimate

By

Date

## ESTIMATE AND WORK SCHEDULE

By

Date

Cost Dept. Checked

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 24 1938	JUN 24 1938
SKETCH				
RETOUCHING	9	3	6-22	6-22
PHOTO LITHO				
BLUEPRINT STRIPPING, OPAQUING			6-28	6-28
ENGRAVING				
HAND COLOR PROOF	246	1 1/2	6-30	6-30
ARTIST L. PT.	61	8		7-30

DATE BLUEPRINT OK'D

DATE Filed

DATE HAND COLOR PROOF OK'D

By

DATE Photo Returned to Customer



FLORIDA POST CARD CO., JACKSONVILLE, FLA.

NO 8-11459

ORDER NO 3897

DATE 6-22-1938

12 M 500 POST CARDS	ART COLORTONE	WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: <u>UPPER, LOWER, CENTER - BORDER.</u>		FRONT NO. <u>1</u> R. M. <u>NO</u>
TITLE (IN FULL) <u>941 WASHINGTONIAN (PETTICOAT)</u> <u>PALMS, FLORIDA</u>		IMPRINT <u>SAME AS ABOVE</u>
BOT- 0-1 SCENE IN TUSCAWILLA PARK, OCALA		
		PHOTO PROPERTY OF <u>C.T.</u>

COLOR DESCRIPTION  
 PALMS LIGHT GRAY TRUNKS, JUST BELOW LEAVES ARE DRIED LEAVES WHICH ARE STRAW  
 COLOR. SMALLER PALMS HAVE LIGHT BROWN TRUNKS AND LIGHT GREEN LEAVES. MAKE SOLID  
 GREEN LAWN. NOTE REFLECTION. ~~XXXXXXXX~~ BLUISH GREEN WATER. BIG BILLOWY CLOUD EFFECT  
 MAKE REAL GOOD VIEW.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
 PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive *[Signature]* Estimate By *[Signature]* Cost Dept. *[Signature]*  
 Date *6-22-1938* Date *6-22-1938*

## ESTIMATE

### AND WORK SCHEDULE

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clk No.	Time Allowed		
COMPOSING, TYPE SET, UP			JUN 22 1938	JUN 22 1938
SKETCH				
RETOUCHING	9	2		
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	82		7-5	7-6 4.5
ENGRAVING				
HAND COLOR PROOF	203	1 1/2	7-7	7-7
ARTIST DEPT.	39	8	7-27	7-29

DATE BLUEPRINT OR'D \_\_\_\_\_ DATE *7-5* \_\_\_\_\_  
 DATE HAND COLOR PROOF OR'D \_\_\_\_\_ DATE *7-27* Returned to Customer \_\_\_\_\_  
 By \_\_\_\_\_



*Print on 8x10*

FLORIDA POST CARD CO., JACKSONVILLE, FLA.

NO. 8A-H1460

ORDER NO. 13898

DATE 6-22-1938

6 M POST CARDS (ALL OF THIS ON THE PICTURE SIDE)	ART COLORTONE (ALL OF THIS ON THE ADDRESS SIDE)	FULL FACE (ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. 1	R. M. NO
TITLE (IN FULL) HOTEL JAMES, PALATKA, FLA.	IMPRINT SAME AS ABOVE	
PRIVATE NO. BEFORE TITLE: P-8		
<i>In city</i>		
	PHOTO PROPERTY OF	C.T.

SL COLOR DESCRIPTION  
SLIGHTLY VARIG. CREAMISH TAN BRICK BLDG. OFF WHITE CEMENT TRIM ALL OVER. WHITE WINDOW FRAME, BLACK CASING, GREEN SHADES. THE UNDERNEATH COLOR OF NARROW ROOF ALL ALONG BLDG. IS CREAM. RESTAURANT WINDOW TRIM: WHITE. BLACK RESTAURANT SIGN LETTERS WHITE, TRIM LIGHT GREEN. SIGN AT RIGHT "DRINK BUDWEISER" RED WITH WHITE LETTERS. TAKE OUT POLES AND WIRES AND CLEAN UP FOREGROUND.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate *[initials]* By *[initials]* Cost Dept. *[initials]* Checked

8, *[initials]* ESTIMATE AND WORK SCHEDULE Date *[initials]*

OPERATION	EST. TIME Clock No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING TYPE SET UP		JUN 27 1938	JUN 27 1938
SKETCH			
RETOUCHING	5		
PHOTO LITHO			
BLUEPRINT STRIPPING CAPAQUING	12	7-9	7-14-41
ENGRAVING			
HAND COLOR PROOF	228 1 1/2		7-13
ARTIST D. PT.	64 9		8-8

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE FRD \_\_\_\_\_  
DATE HAND COLOR PROOF OK'D \_\_\_\_\_ By \_\_\_\_\_  
DATE Photo Returned to Customer \_\_\_\_\_

5-3  
17-2

*[Circular stamp with 'ST' and '116']*



FLORIDA POST CARD CO., JACKSONVILLE, FLA.

NO. 8A-H1461

ORDER NO. 13898

DATE 6-22-1938

6 M POST CARDS

ART COLORTONE

MR FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M.

NO

TITLE (IN FULL) BUSINESS SECTION, ST. CLOUD, FLA.

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE: SC-4

*In sky*

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

COLORS: LEFT. 1. CREAM BRICK BLDG. 2. RED BRICK SIDE, DARK GRAY STUCCO FRONT, RIGHT RED TILE ROOF. 3. CREAM BRICK BLDG. GRAY ROOF. RIGHT: 1. CREAM BRICK BLDG. BROWN WINDOW TRIM, DARK ROOF. 2. WHITE. 3. RED. 4. WHITE. 5. GRAY RED TILE ROOF. TREES IN BACKGROUND. TAKE OUT WIRES AND POLES AT RIGHT ALSO LIGHTS STRUNG ACROSS STREET. NICE CLOUD EFFECT. CUT DOWN VIEW AS INDICATED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,774

Executive OK Estimate

**ESTIMATE**

Cost Dept. Checked

By

By

Date

Date

AND WORK SCHEDULE

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Cl. ck No.	Time Allowed		
COMPOSING TYPE SET UP			JUN 23 1938	JUN 23 1938
SKETCH				
RETOUCHING	12	3	6 - - -	7 - 8 1938
PHOTO LITHO				
BLUEPRINT STRIKING & OPAQUING	82		7 - 6	7 - 7 1938
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST DEPT.	1220	8		7-28

DATE

DATE

7-12  
12-12

ST. 113



FLORIDA POST CARD CO., JACKSONVILLE, FLA.

NO. 8A-11462

ORDER NO. 13898

DATE 6-22-1938

6 M POST CARDS

ART COLORTONE

WXXX FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) TOURIST PARK, ST. CLOUD, FLA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1

R. M.

NO

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE: SC-5

*In sky*

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

BAMBOO LIGHT GREEN WITH YELLOW SPOTS. FOLIAGE LIGHT GREEN. CEMENT SHUFFLEBOARD COURTS. WHITE BENCHES. CLUBHOUSE WHITE, DARK ROOF. DARK GREEN EVERGREEN BUSH TO LEFT OF WALK. PUT IN PINK BLOSSOMS ON BUSH TO RIGHT, OF WALK. CEMENT PATH. NICE GREEN LAWN. VARIG. GREEN FOLIAGE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,794,775

Executive Of Estimate

By

Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 24 1938	JUN 24 1938
SKETCH			
RETOUCHING	205 3	6-28	
PHOTO LITHO			
BLUEPRINT STRIPPING, OPAQUING	82	6-30	7-14
ENGRAVING			
HAND COLOR PROOF	225 1 1/2		5
ARTIST DEPT.	63 8	7/29/38	8/1/38

DATE RECEIVED

DATE Filed

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer



FLORIDA POST CARD CO., JACKSONVILLE, FLA.

NO. 8A-H1463

ORDER NO. 13898

DATE 6-22-1938

6 MPOST CARDS		ART COLORT ME		FULL FACE	
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)			
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. 1 R. M. NO			
TITLE (IN FULL) OSCEOLA COUNTY COURT HOUSE, KISSIMMEE, FLA.		IMPRINT SAME AS ABOVE			
PRIVATE NO. BEFORE TITLE: K-23		PHOTO PROPERTY OF C.T.			

COLOR DESCRIPTION  
~~GOOD~~ RED BRICK BLDG. WHITE TRIM. PINK OLEANDER BUSHES ALONG WALK. ~~NICE~~ NICE GREEN LAWN. NATURAL LIGHT GRAY MOSS ON TREES. VARIG. FOLIAGE ON TREES. TAKE OUT CAR. LIGHT POLE SILVER

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF **YES** RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
 PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Examination of Estimate By                      Date                       
 Cost Dept. Checked By                      Date                     

## ESTIMATE AND WORK SCHEDULE

OPERATION	EST. TIME Check No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP	1	JUN 21 1938	JUN 21 1938
SKETCH			
RETOUCHING	5 1/2 5	6-24	6-25
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	8 1/2	6-30	7-1
ENGRAVING			
HAND COLOR PROOF	2-16 1 1/2	7-5	7-5
ARTIST DEPT.	43 8	7/28	7/30

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE Filed \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_ By \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

56

114



FLORIDA POST CARD CO., JACKSONVILLE, FLA.

NO. 8A-HL464

ORDER NO. 13898

DATE 6-22-1938

6 POST CARDS	ART COLORTONE	FULL FACE
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER, BORDER.		FRONT NO. 1 R. M. NO
TITLE (IN FULL) COMMUNITY HOUSE, KISSIMEE, FLA.		IMPRINT SAME AS ABOVE
PRIVATE NO. BEFORE TITLE: K-24		
		PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

CREAM STUCCO BLDG. WHITE WINDOW CASINGS. RED BRICK ROOF LINE AND CENTER TRIM AS INDICATED. CEMENT SQUARE TOP CENTER. CEMENT TENNIS COURT. TENNIS COURT POSTS & FENCES ARE SILVER. GREEN LAMP POST. PINK OLEANDER BUSHES. PUT FLOWERS ON BUSHES ALONG BLDG. MAKE NICE GREEN LAWN ALL OVER. NICE BILLOWY WHITE CLOUD EFFECT.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Executive OK of \_\_\_\_\_

By \_\_\_\_\_

Date \_\_\_\_\_

# ESTIMATE AND WORK SCHEDULE

Cost Dep. \_\_\_\_\_

By \_\_\_\_\_

Date \_\_\_\_\_

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPO ING. TYPE SET-UP			JUN 24 1938	JUN 24 1938
SKETCH				
RETOUCHING	51	3	6-26	7-7
PHOTO LITHO				
BLUEPRINT STRIPP. & OPAQUING	8		7-7	7-8
ENGRAVING				
HAND COLOR PROOF		1 1/4		
ARTIST DEPT.	36	8	7-28	7-29-WP

DATE BLUEPRINT OK'D. \_\_\_\_\_

By \_\_\_\_\_

DATE Filed \_\_\_\_\_

By \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

P- \_\_\_\_\_

54  
51

114



FLORIDA POST CARD CO., JACKSONVILLE, FLA.

NO. 8A-H1465

ORDER NO. 13899

DATE 6-22-1938

12 M500 POST CARDS ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

TITLE (IN FULL) 947 PALM LINED RESIDENCE STREET, FLORIDA

BOT- PG-20 MARION AVE., PUNTA GORDA, FLA.

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

ROYAL PALMS LIGHT GRAY TRUNK GETTING SHINY GREEN TOWARDS TOP, DARKER GREEN LEAVES. BETWEEN PALMS RED HIBISCUS BUSHES ON LAWN ARE WHITE AND YELLOW FLOWERS. HOUSES ARE WHITE WITH RED ROOFS.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,750,000

Executive Order

ESTIMATE

Cost Dept. Checked

By Date HAND WORK SCHEDULE

By Date

OPERATION	EST. TIME Clock No.   Time Allowed		DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP				
SKETCH				
RETOUCHING	9	3		
PHOTO LITHO				
BLUEPRINT STAMPING & OPAQUING	12		6-28	6-28 RT
PROOF	216	1 1/2	6-29	6-29
ARTIST DEPT.	203	8	7-25	

DATE BLUEPRINT OF'D DATE Filed

By

DATE MADE



FLORIDA POST CARD CO., JACKSONVILLE, FLA.

NO. 8A-H1466

ORDER NO. 13903

DATE 6-22-1938

12 M 500 POST CARDS ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) CHARLOTTE COUNTY COURT  
HOUSE, PUNTA GORDA, FLA.

PRIVATE NO. REFERENCE TITLE: PG-19

*In hy*

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

VARIG. LIGHT AND DARKER CREAM BRICK BLDG. SANDSTONE TRIM. WHITE WINDOW TRIM.  
WHITE AND RED FLOWERS. BUSHES ALONG BLDG. ARE COPPER COLOR CROTONS. PALMS LIGHT  
GRAY TRUNKS? WITH LIGHT SHINY GREEN TOPS FOLIAGE DARK GREEN. TAKE OUT WIRES AND  
POLES. TALL BLDG. IN BACK, LIGHT GRAY STUCCO, RED ROOF.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Executive OK of Estimate

# ESTIMATE AND WORK SCHEDULE

Cost Dept. Check

By *[Signature]*  
Date *7/1/38*

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			<i>7/1/38</i>	<i>7/2/38</i>
SKETCH				
RETOUCHING	<i>204</i>	<i>3</i>	<i>July 1, 1938</i>	<i>July 6, 38</i>
PHOTO LITHO				
BLUE PRINT	<i>82</i>		<i>7-9</i>	<i>7-11 4P.</i>
STRIPPING, CORRECTING				
ENGRAVING				
HANDING OF PROOF	<i>216</i>	<i>1 1/2</i>	<i>7-12</i>	<i>7-13</i>
ARTIST COST.	<i>48</i>	<i>8</i>	<i>7/29/38</i>	<i>8/3/38</i>

DATE ESTIMATE OK'D

DATE Filed

By

DATE ESTIMATE OK'D

DATE Photo Returned to Customer

*[Handwritten signature]*  
*114*



FLORIDA POST CARD CO., JACKSONVILLE, FLA.

NO. 8A-H1467

ORDER NO. 13903

DATE 6-22-1938

12 500 POST CARDS ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL) BATHING IN THE GULF OF MEXICO, BRADENTON BEACH, FLA.

IMPRINT

SAME AS ABOVE

PRIVATE NO. BEFORE TITLE: B-93

*In ship*

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

WHITE BATH HOUSE, BLUE TRIM ALL OVER. CHIMNEY ORANGE. OFF WHITE SAND. PALM HUT STRAW COLOR ROOF. UMBRELLA ORANGE AND GREEN. NICE GREENISH BLUE SURF LIGHTER GREEN. LIGHT BLUE SKY, WHITE BILLOWY CLOUDS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLCSE MULTI-PLY FORMS © PAT. NO. 1,297,775

## ESTIMATE

Cost Dept. Checked

By

Date

AND WORK SCHEDULE

DESCRIPTION	EST. TIME (Est. No.   Time Allowed)	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING TYPE SET UP		JUL 21 1938	JUL 21 38
SKETCH			
RETOUCHING	17 3	6-22-38	7-2-38
PHOTO LITHO			
BLEEDING STRIPPING OPAQUING	12	7-6	7-6 145
ENGRAVING			
HAND COLOR PROOF	1 1/4		
ARTIST DEPT.	37 8	July 25 37	July 26 37

DATE ESTIMATE SENT

DATE

DATE

DATE

114



FLORIDA POST CARD CO., JACKSONVILLE, FLA.

NO. 8A-H1468

13903  
ORDER NO.

DATE 6-22-1938

12 M 500 POST CARDS	ART COLORTONE	FULL FACE
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. <b>L</b>	R. M. <b>NO</b>
TITLE (IN FULL) AIRPLANE VIEW OF BRADENTON, FLA.	IMPRINT SAME AS ABOVE	
PRIVATE NO. BEFORE TITLE: B-94	<i>m. D. 8116</i>	
	PHOTO PROPERTY OF C.T.	

COLOR DESCRIPTION

1. CREAMISH TAN. 2. DARK CREAMISH TAN CEMENT TRIM AND PILLERS. 3. OFF WHITE RED ROOF. 4. CEMENT PIER, BLDG. CREAM, RED TILE ROOF. 5. GRAY, RED TILE ROOF.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF **YES** RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS ① PAT. NO. 1,754,775

Executive OK *[Signature]* **ESTIMATE** Cost Dept. Checked *[Signature]*  
By *[Signature]* Date *JUN 25 1938*  
AND WORK SCHEDULE By *[Signature]* Date *JUN 25 1938*

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 25 1938	JUN 25 1938
SKETCH				
RETOUCHING	206	7		
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	82		7. 1	7. 12
ENGRAVING				
HAND COLOR PROOF		134		
ARTIST DEPT.	28	12		

DATE QUOTATION OK'D \_\_\_\_\_ DATE FIRM \_\_\_\_\_

DATE HANDS OFFERED TO CUSTOMER \_\_\_\_\_ DATE PAID BY CUSTOMER \_\_\_\_\_

DATE PAID BY CUSTOMER & CUSTOMER \_\_\_\_\_



FLORIDA POST CARD CO., JACKSONVILLE, FLA.

NO. 8A-H1469

ORDER NO. 13903

DATE 6-22-1938

12 M500 POST CARDS (ALL OF THIS ON THE PICTURE SIDE)	ART COLORTONE (ALL OF THIS ON THE ADDRESS SIDE)	FULL FACE
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER. TITLE (IN FULL) THOMAS A. EDISON MEMORIAL BRIDGE, FORT MYERS, FLA.  PRIVATE NO. BEFORE TITLE: F-56  <i>In sky</i>	FRONT NO. 1 IMPRINT SAME AS ABOVE  <i>D 7165</i>	R. M. NO
PHOTO PROPERTY OF C.T.		

COLOR DESCRIPTION  
SEE CARD 6A-H1587 ATTACHED. LIGHT CEMENT BRIDGE BRING OUT LAMPS AND POSTS.  
COPPER PLATE ON BRIDGE. CUT OFF FROM FOREGR. AND MAKE NICE SMOOTH GREEN LAWN.  
TAKE OUT WOODEN POSTS. WATER BLUISH GREEN PALMS GRAYISH BROWN TRUNKS. BRING OUT  
BLDG. IN BACKGR. PUT WHITE CLOUDS IN LIGHT BLUE SKY.

SUBMIT: RET. PHOTO *in 3/5/34* B. L. & W. PROOF *SBH 1053* HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,375

Executive Order *WJ* Estimate **ESTIMATE** By *WJ* Cost *10.00* Checked *WJ*  
 Date *JUN 24 1938* AND WORK SCHEDULE Date *JUN 24 1938*

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 24 1938	JUN 24 1938 <i>h</i>
SKETCH				
RETOUCHING	54	3	6-24	7-6
PHOTO LITHO				
BLUEPRINT STRIPPING OPAQUING	62		7-7	7-8 <i>h</i>
ENGRAVING				
HAND COLOR PROOF		1/4		
ARTIST ENLT.	211	8	7-26	

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE Filed \_\_\_\_\_  
 By \_\_\_\_\_  
 DATE \_\_\_\_\_



FLORIDA POST CARD CO., JACKSONVILLE, FLA.

NO. 8A-11470

ORDER NO. 13895

DATE 6-23-1938

12 M 500 POST CARDS

ART COLORTONE

FULL PAGE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M.

NO

TITLE (IN FULL) BREVARD AVENUE, COCOA, FLA.

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE: C-29

*In sky*

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

LEFT: 1. RED AND BROWN BRICK BLDG. WHITE BASE, AWNINGS GREEN AND ORANGE. CLOCK DARK GREEN FRAME. 2. CREAM STUCCO BLDG. GREEN AND ORANGE STRIPED AWNINGS. 3. LIGHT RED BRICK BLDG. 4. GRAY. 5. LIGHT PINK. 6. CREAM STUCCO, RED TILE ROOF. RIGHT: 1. GRAY BLDG. WHITE TRIM RED TILE ROOF BROWN AND GREEN AWNINGS. 2. BUFF STUCCO BLDG. VARIG. BLUE AND RED TILE ROOF. 3. CREAM BLDG. 4. CREAM BLDG. RED TOP GRAY SIDE. AT FAR END OF STREET IS A WIDE RIVER WHICH SHOULD SHOW. TAKE OUT POLES AND WIRES. TAKE OUT POPCORN STAND.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,297,776

ESTIMATE  
AND WORK SCHEDULE

By

Date

OPERATION	EST. TIME (Hrs.)	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 2 1938	JUN 2 1938
SKETCH			
RETOLCHING	5		
PHOTO LITHO			
BLUEPRINT STRIPPING, OPAQUING	12	7-6	7-6
ENGRAVING			
HAND COLOR PROOF	217	1 1/2	7-7
ARTIST DEPT	28	9	

DATE BLUEPRINT OK'D

DATE Paid

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer



FLORIDA POST CARD CO., JACKSONVILLE, FLA.

NO. 8A-H1471

ORDER NO. 13914

DATE 6-23-1938

25 POST CARDS

ART COLOR TONE

WHITE ~~XXXXX~~ BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

NO

TITLE (IN FULL) GREETINGS FROM DUNDENTON  
FLORIDA

IMPRINT SAME AS ABOVE

PRIVATE NO. UPPER LEFT CORNER: 945

SMALL TYPE. (C) C.T. & CO.

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

SEE SKETCH ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,297,776

ESTIMATE  
AND WORK SCHEDULE

By \_\_\_\_\_ Date \_\_\_\_\_

Cur. Dept. Checked \_\_\_\_\_

OPERATION	EST. TIME Clock No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 27 1938	JUN 27 1938
SKETCH	7		
RETOUCHING	6		
PHOTO LITHO			
BLUEPRINT STAMPING, OR AQUEOUS	83	7-5	7-9
ENGRAVING			
HAND COLOR PROOF			
ARTIST DEPT.	211 12	7-12	

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE PHED \_\_\_\_\_  
By \_\_\_\_\_ By \_\_\_\_\_  
DATE HAND COLOR PROOF OK'D \_\_\_\_\_ DATE Photo Returned to Customer \_\_\_\_\_

2-5-40

116



FLORIDA POST CARD CO., JACKSONVILLE, FLA.

NO. 84-11472

ORDER NO. 13914

DATE 6-27-1938

25M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER;  
TITLE (IN FULL) GREETINGS FROM FORT MYERS,  
FLORIDA

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO  
IMPRINT SAME AS ABOVE

PRIVATE NO: UPPER LEFT CORNER: 946

SMALL TYPE: (C) C.T. & CO.

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SEE SKETCH ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ESTIMATE

ESTIMATE

By

By

Date

Date

AND WORK SCHEDULE

OPERATION	EST. TIME Job No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUN 27 1938	JUN 27 1938
SKETCH	7		
RETOUCHING	5 6		
PHOTO LITHO			
BIT SET STENCILS, OPPO. INK	83	7-8	7-12/38
ENGRAVING			
HAND COLOR PROOF			
ARTIST'S	24 13		

DATE BLUEPRINT OK'D

DATE PAID

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

5  
17 - 2 hrs.  
2 - 5 hrs.

ST  
116



FLORIDA POST CARD CO., JACKSONVILLE, FLA.

NO. 8A-H1473

ORDER NO. 13915

DATE 6-21-1938

25 MOST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) CHRISTMAS GREETINGS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT NONE

SMALL TYPE: (C) C.T. & CO.

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SEE SKETCH ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,757,779

OK or Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

AND WORK SCHEDULE

OPERATION	EST. TIME C. & No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE, SET UP		JUN 27 1938	JUN 27 1938
SKETCH			
RETOUCHING	2 8	6-27	7-15
PHOTO-LITHO			
BLEUPRINT STRIPPING, OPAQUING	fr	7-1	7-5 45
ENGRAVING			
HAND COLOR PROOF	22 1 1/2	✓	7 July 1
ARTIST DEPT.	703 10	7-14	7-18

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

116 15



FLORIDA POST CARD CO., JACKSONVILLE, FLA.

NO. 6A-H1474

13915  
ORDER NO.

DATE 6-23-1938

25 M POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) FLORIDA GREETINGS

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT NONE

SMALL TYPE: (C) C.T. & CO.

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SEE SKETCH ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

# ESTIMATE

## AND WORK SCHEDULE

By

Date

DESCRIPTION	TIME	DATE	DATE
	IN	ENTERED DEPT.	COMPLETED
COMPOSITION		6-27-38	6-27-38
SKETCH	5		
RETOUCHING	2		
PHOTO LITHO			
BLUEPRINT	23	7-12	7-13-38
STAMPING			
ENGRAVING			
HAND COLOR PROOF			
ARTIST FEE	211 10	7-14	7-18

DATE MADE UP BY

DATE

DATE MADE UP BY

DATE

ST  
116



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 8A-H1475 ORDER NO. 14183 DATE JUNE 24, 1938

CUSTOMER ALERT ADVERTISING AGENCY  
718 AMERICAN NAT'L INSURANCE BLDG.  
GALVESTON, TEXAS

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

50 M POST CARDS SIZE *Group 3* 3 1/4 x 5 1/4 STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full **THE SEASONS GREETINGS FROM MARLIN, TEXAS**

ETC. AS PER COPY

FRONT NO. 5

(All of this on address side)

R. M.

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

G.T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

need  
120  
133  
150  
175

COLOR DESCRIPTION

SEE SKETCH ATTACHED AND CORRECTION THERE UPON

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

5X7

20 3 1/2

Set 4

H.C.P.

L.A.

2

15

*Handwritten notes in red ink:*  
All photos  
8 photos  
6.5  
Simpson as per  
P. 10 list  
M

*Large handwritten blue ink mark, possibly a stylized 'R' or '2'.*



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H1476 ORDER NQ3965

DATE 6-25-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER UNION FORK & HOE CO.  
COLUMBUS, OHIO

12 M 500 POST CARDS SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full IF YOU ARE NOT YET USING RAZOR-BACK  
SHOVELS (ETC. AS PER COPY)

FRONT NO. 5

(All of this on address side)

R. M.

Yes

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit Sketch Layout Retouched Photo Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE LAYOUT AND INSTRUCTIONS ATTACHED.

make red impression  
" — DK Blue — "

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

H.C.P. 1 1/2  
L.A. 9 1/2

JUN 29 1938



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. 8A-H1477 ORDER NO. 23965

DATE 6-25-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER UNION FORK & HOE CO.  
COLUMBUS, OHIO

12 M 500 POST CARDS SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full ONLY \$1.25 RETAIL (ETC. AS PER COPY)

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen 120  
133  
150  
175

COLOR DESCRIPTION

SEE LAYOUT AND INSTRUCTIONS ATTACHED.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

H.C.P. 1 1/2  
L.A. 8 1/2

JUN 28 1938



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H1478 ORDER NO 13965

DATE 6-25-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER UNION FORK & HOE COMPANY  
COLUMBUS, OHIO

12 M 500 POST CARDS SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full **MAKE US PROVE THIS! (ETC. AS PER COPY)**

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C.T. Imprint No Imprint

*Plate as on front*

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE LAYOUT AND INSTRUCTIONS ATTACHED.

*make red impression*

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

H.C.P. 1  
L.A. 8

JUN 28 1938



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H1479 ORDER N8965

DATE 6-25-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER UNION FORK & HOE COMPANY  
COLUMBUS, OHIO

12 M 5 00 POST CARDS SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full RAZOR-BACK GUARANTEES YOU (ETC. AS  
PER COPY)

FRONT NO. 5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint  
PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION  
SEE LAYOUT AND INSTRUCTIONS ATTACHED.

make red impression

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

H C P. 1 1/4  
L. A. 7 1/2

JUN 27 1938



14

MRS. E.A. BELLIS, MT. GAYLER, ARK.

NO. 8A-H1480

ORDER NO. 17219

DATE 9-19-1938

25	M	POST CARDS	PHOTO COLORIT	FULL FACE
(ALL OF THIS ON THE PICTURE SIDE)			(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.			FRONT NO. 1	R. M. <del>YES</del> <b>NO</b>
TITLE (IN FULL) GREETINGS FROM THE ARKANSAS <del>XXX</del> OZARKS, FROM MOUNT GAYLER, HIGHEST POINT ON U.S. 71			IMPRINT SAME AS ABOVE	
Small type: owned and operated by Mr. & Mrs. E.A. BELLIS				
SMALL TYPE: COPYRIGHT 1938 BY CURT TEICH & CO., INC., CHICAGO, U.S.A.			PHOTO PROPERTY OF C.T.	
COLOR DESCRIPTION				

SEE CARDS ATTACHED.

See color scheme as on 7AH2026

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF ~~RETURN PHOTO.~~

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ESTIMATE  
AND WORK SCHEDULE  
By                       
Date                     

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMING TO THE SET UP			OCT 3 - 1938	OCT 3 - 1938
SKETCH		8		
RETOUCHING	7	7	10 - 3	10 - 8 52
PRINTING				
BLUE	84		10 - 8	10 - 10 45
		2		
	24	11	10-12-38	10-13-38

DATE RECEIVED  
DATE PAID  
DATE DELIVERED



RUBIN BROS., ELMIRA, N.Y.

NO. 8A-H1481

ORDER NO. 14186

DATE 7-7-1938

25	M	POST CARDS	ART COLORTONE	WHITE BORDER
PLACE OF TITLE: <u>UPPER</u> , LOWER, CENTER - BORDER.		FRONT NO. <u>I</u> R. M. <u>NO</u>		
TITLE (IN FULL) <u>NEW YORK STATE REFORMATORY, ELMIRA, N.Y.</u>		IMPRINT <u>SAME AS ABOVE</u>		
COLOR DESCRIPTION		PHOTO PROPERTY OF <u>C.T.</u>		

COLOR ON ATTACHED CARD IN ENTIRELY WRONG AND IT IS NATURAL RED BRICK, ROOF SLATE. SMALL BUILDING IN FOREGROUND WHICH IS THE OFFICE IS GREY FRAME AND GREEN ROOF.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,799,772

ESTIMATE AND WORK SCHEDULE  
By JUL 8 1938 Date JUL 11 1938

OPERATION	EST. TIME Clock No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUL - 8 1938	JUL - 8 1938
SKETCH			
RETOUCHING	56 5	7-8	7-13
PHOTO LITHO			
BLUEPRINT STRAIGHTENING, OPAQUING	12	7-14	7-14
ENGRAVING			
HAND COLOR PROOF	31 15		
ARTIST DRAW	8 1/2		

DATE BLUEPRINT ORD. \_\_\_\_\_ DATE FILED 2/1  
DATE HAND COLOR PROOF ORD. \_\_\_\_\_ Bu 2/1  
DATE Photo Returned to Customer \_\_\_\_\_

56

131



DESERET BOOK COMPANY, SALT LAKE CITY, UTAH

NO. 8A-H1482

ORDER NO. 14503

DATE 6-28-1938

6 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) MT. NEBO, UTAH, WITH THE  
DELIGHTFUL CITY OF NEPHI, NESTLING AT  
ITS BASE

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

FOREGROUND: YELLOW GRAIN. VARIOUS SHADES OF GREEN IN DISTANT FIELDS. MOUNTAIN,  
FOR THE MOST PART, GREEN. SKY DEEP BLUE.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ESTIMATE

JUL 6 1938

WORK SCHEDULE

By

Date

Cal Dept. General

JUL 6 1938

OPERATION	EST. TIME Link No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
CONDENSING TYPE SET UP		JUL - 8 1938	JUL - 8 1938
SKETCH			
RETOUCHING	9 2	7 - 11	7 - 11 SC
PROOFING			
RETOUCHING	6 8 9	7 - 11	7 - 12 45
RETOUCHING			
HAND COLOR PROOF	225 1 1/2		14 July
ARTIST'S COPY	203 8	7 - 20	7 - 20

DATE ESTIMATE MADE

DATE FILED

By

DATE PHOTO RETURNED TO CUSTOMER

DATE PHOTO RETURNED TO CUSTOMER

ST.  
R.M. 120  
130



DE WOLF NEWS CO., INDIANAPOLIS, IND.

NO. 8A-H1483

ORDER NO. 14507

DATE 6-28-1938

25 M POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) UNITED STATES COURT HOUSE  
AND POST OFFICE, INDIANAPOLIS, IND.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF c.t.

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,790,779

Executive Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

JUN 30 1938

JUN 28 1938

OPERATION

EST. TIME

DATE

DATE

Work No. Time Allowed

INITIALS DEPT.

COMPLETED

COMPOSING, TYPE SET UP

JUN 30 1938

JUN 30 1938

SKETCH

RETOUCHING

PHOTO-LITHO

BLUEPRINT  
STRIPPING, OPAQUING

ENGRAVING

HAND COLOR PROOF

ARTIST DEPT.

12 6  
87  
225 1 1/2  
8

6-2-38  
7-9  
July 12

11 1/2

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE PRINTING OK'D

DATE PRINTING OK'D

Am 120 57  
120



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H1484 ORDER NO. 14511 DATE 6-28-1938

CUSTOMER RALPH JOHNSON  
FOLKSTON, GEORGIA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full A HAVEN OF REST FOR THE TIRED TOURIST  
YOU ARE A STRANGER HERE BUT ONCE

FRONT NO. 5  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout BACKGROUND ON SKY LINE, RAISE  
FOLIAGE 1/2 INCH. FOREGROUND: INCREASE FOLIAGE  
ABOUT 1/4 INCH AND MAKE MORE BUSHY. MAKE FLOWERS  
AROUND FENCE LINE, BOTH IN THE COURT AND ENTRANCE,  
MORE PROMINENT. JOIN THE TWO PHOTOS TO  
MAKE ONE CIRCULAR COURT.

Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

BOY IN CENTER OF COURT, BLACK SUIT WITH RED COLLAR. SIGN HE HOLDS IN LIGHT GREEN. COTTAGES  
HAVE GREEN (CHROME) TOPS. SIGN COLORED AS FOLLOWS:

KOZY BLUE NEON  
KABIN BLUE NEON  
KAMP RED  
GREEN NEON

BACK GREEN. MOTTLED GREEN.

Large photo

49-38

red-17

red-18

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

6  
H.C.P. 1 1/2  
L.A. 9

JUN 30 1938

19/0



5  
CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H1485 ORDER NO. 14510 DATE 6-28-1938

CUSTOMER BELMONT HOTEL  
MIAMI BEACH, FLORIDA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M 500 POST CARDS SIZE

3 1/2 x 5 1/2

STYLE PHOTO COLORIT WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full BELMONT HOTEL - MIAMI BEACH, FLORIDA

BOT-ON THE OCEAN FRONT

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C.T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE SKETCH ATTACHED.

VERTICAL SIGN BACKGROUND MUST BE PEA GREEN. ENTRANCE DOOR SIDES ARE VERY BULL MARLBISH GREEN. THE CORRECT COLORING WOULD BE HALF TONE OF MARLBISH GREEN APPEARING ON BASE OF GROUND FLOOR OF CARD ATTACHED, 6A-H2881, SEE LOWER RIGHT CORNER:

very Rush

PHOTO PROPERTY OF C. T. & CO.

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

Ret 7  
H.C. 14  
Lat 9 1/2

Am



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
C. T. & CO.  
—  
PHOTO PROPERTY OF

DIAL NO. 8A-H1486 ORDER NO. 4515  
CUSTOMER KRIPPENDORF DITTMAN COMPANY  
CINCINNATI, OHIO

DATE 6-28-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

50<sup>M</sup> POST CARDS

SIZE

3 1/2 x 5 1/2

STYLEART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No  
Title in full AUTUMN INSPIRATIONS IN FOOT REST  
SHOES (ETC. AS PER COPY)

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess: Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

PLATE NO. ON FRONT

No. ON FRONT

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

THE FOLLOWING LETTERING SHOULD BE INCLUDED UNDER THE SHOES ON THE CARD:  
IN UPPER LEFT SPACE THE NAME "NORDELL" IN UPPER RIGHT SPACE: "BERNICE" IN LOWER LEFT CORNER:  
"DRESDEN" AND IN LOWER RIGHT CORNER: "MONA" AND IN CENTER "RUGBY". DO NOT USE THE WORD "THE"  
BEFORE THE NAME, SIMPLY SHOW IT, AS FOR EXAMPLE "NORDELL". SEE ROUGH SKETCH ATTACHED.

Lettering on shoes — but follow rough sketch for  
color of shoes

Rush

MAKEOVER

Charge to Salesman's Ad. Dept.

EST. Makeover Time Required

1/2	Time Required in Cost Dept.
1/2	
1/2	
1/2	

PHOTO RETURNED

TO

PHOTO USED FOR

NO  
YES  
RETURN PHOTO



WOODCOCK MFG. CO., HOT SPRINGS NATIONAL PARK, ARK.

NO. 8A-H1487

ORDER NO. 14533

DATE 6-28-1938

12 M500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) HOT SPRINGS - HOT SPRINGS  
NATIONAL PARK, ARKANSAS

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 1 R. M. YES *same as 3A11315*  
IMPRINT SAME AS ABOVE

PRIVATE NO. LOWER LEFT CORNER: - 164

SMALL TYPE: (C) C.T. & CO.

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SEE SKETCH ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,799,273

## ESTIMATE

Cost Dept. Checked

JUN 30 1938

AND WORK SCHEDULE

By

Date

JUN 30 1938

ITEM	DATE	DATE	DATE
	TIME	ENTERED DEPT.	COMPLETED
DESIGNING		JUN 30 1938	JUN 30 1938
ETCHING			
RETOUCHING	6		
PHOTO LITHO			
BEHOLDING	8	7-11	7-12
ETCHING			
HAND COL. PROOF			
ARTIST DWT.	28 7 1/2		7-14

JUL - 8 1938

DATE RECEIVED

DATE PAID

MADE BY

MADE BY



DISTRIBUTED BY C.G. SCHWARTZ, WILMERDING, PA.

NO. 8A-H1488

ORDER NO. 14532

DATE 6-28-1938

25 M POST CARDS

ART COLORTONE

FIX WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) WESTINGHOUSE MEMORIAL  
HIGH SCHOOL, WILMERDING, PA.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

REPRODUCE FROM WHITE BORDERED PHOTO, AS IT ELIMINATES FROM ENDS OF PHOTOS WHAT IS NOT DESERVED. BLDGS. ON REAR HILL GRAY. 2 GRAY STONE COLUMNS ON REAR LEFT. REMOVE SMALL BLDG. ON LEFT ALONG HEDGE ALSO REMOVE SMALL BLDG. IN REAR LEFT CENTER ALONG HEDGE. GREEN HEDGE IN FOREGROUND & REAR. SHOW FLAG ON POLE. BLDG. LIGHT TAN BUFF. LIGHT STONE TOP CENTER & CORNICE EDGE. LIGHT GREEN SASH. BRONZE DOOR DOORS AND CENTER WINDOW CASING. LIGHT ALUMINUM MARKEE. BRONZE BELL AND GRAY BASE IN YARD ON LEFT. GREEN HEDGE & SHRUBBERY & LAWN. BLDGS. ON RIGHT BUFF, SLATE ROOFS. LIGHT CEMENT WALK AND GREEN SHRUBBERY IN CENTER. PUT GREEN SPRINGTIME FOLIAGE ON BARE TREE IN CENTER. 6-28-38

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

By \_\_\_\_\_

Date \_\_\_\_\_

ESTIMATE

Case Dept. Checked

JUN 30 1938

By \_\_\_\_\_

Date \_\_\_\_\_

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUN 30 1938	JUN 30 1938
SKETCH				
RETOUCHING	9	4	6-30	7-5
PHOTO-LITHO				
BLUEPRINT STAMPING, OPAQUING	87		7-6	7-6
ENCRAVING				
HAND COLOR PRICE	221	1 1/2		8 July
ARTIST DWT.	45	9	7-14	7-18

DATE BLUEPRINT ORD \_\_\_\_\_

DATE Filled \_\_\_\_\_

By \_\_\_\_\_

120



FLORIDA POST CARD CO., JACKSONVILLE, FLA.

NO. 8A-H1489  
14521  
ORDER No.  
DATE 6-23-1938

25 M POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

R. M.

TITLE (IN FULL) JOURNEYING IN TROPICAL FLORIDA

IMPRINT

SAME AS ABOVE

PRIVATE NO. BEFORE TITLE: F.F.49

*Dr. King*

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

PAIAMS HAVE BROWNISH TRUNKS AND BELOW PAIAMS TO RIGHT IS SMALL HEDGE OF FLAME VINE  
SEE CARD 5AHL276 ATTACHED FOR GOOD COLORS. BEYOND THIS HEDGE ARE PINK AND WHITE  
OLEANDER BUSHES. EMBANKMENTS LIGHT GREEN GRASS SHOWING SAND SPOTS AS INDICATED.  
TAKE OUT LETTERING. MAKE GOOD VIEW. SEE CARD 7AHL631 ATTACHED FOR FINE COLORING  
OF ORANGES AND ORANGE TREES.

YES

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,776

ESTIMATE

AND WORK SCHEDULE

JUN 30 1938

Date

JUN 30 1938

DESCRIPTION	TIME	DATE	DATE
		APPROX. DEPT.	COMPLETED
COMPUTING THE STUFF		JUN 30 1938	JUN 30 1938
SELECTING			
RETOUCHING	52 3		
PHOTOGRAPHING			
BUILDING	8v	7-7	7-8 1/2
STRIKING OFF			
ENGRAVING			
HAND COLOR PROOF	22 1 3/4		11 July
ARTIST DELIVER	44 10	7/28/38	8/2/38

DATE OF ORDER

DATE

By

DATE OF DELIVERY

Photo Returned to Customer

(X)

120



FLORIDA POST CARD CO.,  
JACKSONVILLE, FLA.

NO. 8A-H1490

ORDER NO. 14522

DATE 7-13-1938

12 1/2 M ART COLOR-TONE POST CARDS

FULL PAGE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) AERIAL VIEW, UNIVERSITY OF

IMPRINT SAME AS ABOVE

FLORIDA CAMPUS, GAINESVILLE, FLA.

PRIVATE NO. BEFORE TITLE: G-31

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION Buildings red brick, ivy clad, with white cement framed windows and brick colored tile roofing. The streets are concrete and the paths throughout the campus are red brick gravel and concrete. The predominate tree is pine with most of the remainder oak and magnolia.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,799,774

Executive OK'd Estimate

Cost Dept. Checked

By

By

Date

Date

ESTIMATE

AND WORK SCHEDULE

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUL 18 1938	JUL 18 1938
SKETCH				
RETOUCHING	5	6	7-18	7-20
PHOTO LITHO				
BLEUPRINT STRIPPING, OPAQUING	12		7-21	7-21 1/2
ENGRAVING				
HAND COLOR PROOF	216	1 1/2	7-22	7-22
ARTIST DEPT.	217	10	Aug 1	Aug 1

DATE BLUEPRINT OK'D

DATE PROOF

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

5

143



ROBBINS-TILLQUIST CO., SPOKANE, WASH.

NO. 8A-H1491

ORDER NO. 14241

DATE 6-29-1938

12M 500 POST CARDS

C. T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) **BILL HART MONUMENT AND  
AIRPORT, BILLINGS, MONT.**

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. **3** R. M. **NO**

IMPRINT **SAME AS ABOVE**

PRIVATE NO.-BEFORE TITLE - 5253

PHOTO PROPERTY OF **CUSTOMER**

COLOR DESCRIPTION

**AIRPORT - LIGHT COLOR, TOWER RED & WHITE. MONUMENT - BRONZE,  
SMOOTHEN BASE. STORE WORK - SANDSTONE. REMOVE SAND FROM STEPS**

*Jhs*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

**YES**

RETURN PHOTO.

**CURT TEICH & COMPANY, INC., CHICAGO**  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

**ATTENTION!**

7  
order for this order. Please  
see to it that all colors or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK *Jhs*

**ESTIMATE**

Cost Dept. Checked

By

By

Date

Date

**JUL 1 1938**

**WORK SCHEDULE**

**JUL 1 1938**

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Chart No.	Time Allowed		
COM. PREP. BY STEPS			<b>JUL - 1 1938</b>	<b>JUL - 1 1938</b>
SKETCH				
RETOLCHING	51	2 1/2	7-1	7-9-38
PHOTO LITHO				
BLUE PRINT STYLING, ORAQUE, G.	82		7-9	7-11-38
EP. CONTACT				
HAND COLOR OR. OF	203	1 1/2	7-12	7-12
ARTIST D. PT.	24	8 1/2	7-19-38	7-20-38

DATE BLUEPRINT OK'D

DATE PREP.

By

By

DATE PHOTO CORRECTED

DATE Photo Returned to Customer

By

54

12.3



ROBBINS-TILLQUIST CO., SPOKANE, WASH.

NO. 8A-HI492

ORDER NO. 14241

DATE 6-29-1938

12M 500 POST CARDS

C. T. ART CO ORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 3

R. M. NO

TITLE (IN FULL) VIEW FROM BLACK OTTER TRAIL, SHOWING FAIR GROUNDS, REFINERY AND YELLOWSTONE VALLEY, BILLINGS, MONT.

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE - 5254

PHOTO PROPERTY OF C. T.

COLOR DESCRIPTION

LARGE BLDG. - GREY STONE CURVED ROOF - YELLOW. FIRST SMALL BLDG. FOREGROUND - WHITE GREY ROOF. SECOND SMALL BLDG. FOREGROUND - GREY STONE, RED ROOF. TWO BLDGS. TO LEFT OF LARGE BLDG. FIRST BLDG. GREY WITH RED ROOF. SECOND BLDG. - LT. RED BLDG. FINISH ROOF - GREY. NOTE RIVER IN DISTANCE. BLUFFS - GREY AND BUFF WITH GREEN SLOPES.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

ATTENTION!

Subject on order for the customer. Please see to it that all colors or negatives are uniform and colors are in harmony with each other to make an attractive set.

ESTIMATE

Con. L. p. Checked

By JUL 6 1938 AND WORK SCHEDULE Date JUL 1 1938

OPERATION	EST. TIME Clock No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING THE SET UP		JUL - 8 1938	JUL - 8 1938
RETOUCHING	9 3	7 - 8	7 - 10
PHOTOGRAPHING	87	7 - 11	7 - 12
ENGRAVING			
HAND COLORING	225 13 1/2		13 July
ARTIST COST.	216 9	7 - 19	7 - 21

DATE BLUEPRINT OK'D. DATE PAID.

DATE PHOTO RETURNED TO CUSTOMER

By

By

130



ROBBINS-TILLQUIST CO., SPOKANE, WASH.

NO. 8A-HI493

ORDER NO. 14241

DATE 6-30-1938

12M 500 POST CARDS

C. T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) VIEW FROM BLACK OTTER  
TRAIL, SCENIC DRIVE AROUND KELLY  
MOUNTAIN, BILLINGS, MONT.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 3 R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE - 5257

COLOR DESCRIPTION

PHOTO PROPERTY OF C. T.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,799,775

ATTENTION!

Subject on  
order for this customer. Please  
see to it that all color or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE  
By JUL 1 1938 Date JUL 1 1938  
AND WORK SCHEDULE

OPERATION	EST. TIME		DATE ENTERED DEPT	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING TYPE SET UP			JUL - 1 1938	JUL - 1 1938
SKETCH				
RETOUCHING	206	2	7-1	7-8
PHOTO LITHO				
BLANKET S. ...	2		7-8	7-9
ENGRAVING				
HAND COLOR PROOF	203	1 1/2	7-12	7-13
ART LITHO	205	9 1/2		7-20

DATE 7-13-38 By ...

DATE 7-13-38 By ...

DATE Photo Returned to Customer ...

51  
52  
53

55.  
123



ROBBINS-TILLQUIST CO., SPOKANE, WASH.

NO. 8A-H1494

ORDER NO. 14241

DATE 6-30-1938

12M 500 POST CARDS

C. A. ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) EASTERN MONTANA STATE  
NORMAL COLLEGE, BILLINGS, MONT.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 3 R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE - 5256

PHOTO PROPERTY OF C. T

COLOR DESCRIPTION

BLDG. LT. RED BRICK, STONE TRIM, GREY ROOF, BLUFF - BUFF COLOR  
REMOVE OLD CAR. MAKE LAWN BETWEEN DRIVEWAY AND BLDG.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

ESTIMATE AND WORK SCHEDULE

By \_\_\_\_\_ Cost Dept. Checked \_\_\_\_\_

Date JUL 1 1938 Date JUL 1 1938

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING TYPE SET UP			JUL - 1 1938	JUL - 1 1938
SKETCH				
RETOUCHING		3 1/2	7 - 1	7 - 8
PHOTO LITHO				
BLUEPRINT STRIPPING, CMAQUING	8 1/2		7 - 8	7 - 9 1/2
ENGRAVING				
HAND COLOR PROOF	228	1 1/2		7 - 11
ARTIST D. PT.	219	8 3/4	7 - 19	7 - 21

DATE BLUEPRINT OF'D \_\_\_\_\_ DATE Filed \_\_\_\_\_

By \_\_\_\_\_ By \_\_\_\_\_

DATE WORK PROOF OK'D \_\_\_\_\_ DATE Photo Returned to Customer \_\_\_\_\_

ST.  
123



ROBBINS-TILLQUIST CO., SPOKANE, WASH.

NO. 8A-B1495

ORDER NO. 14241

DATE 6-30-1938

12M 500 POST CARDS

C. T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) COURT HOUSE AND  
COMMERCIAL CLUB BUILDING, BILLINGS.  
MONT.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 3 R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE - 5203

PHOTO PROPERTY OF C. T.

COLOR DESCRIPTION

BLDG. - GREY STONE, SLATE ROOF DOME - COPPER COLOR. BLDG. 01 LEFT.  
RED STONE, TRIM. LIGHT FOLIAGE ONLY

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE

ESTIMATE

Cost Dept. checked

By

By

Date

JUL 1 1938

AND WORK SCHEDULE

Date

JUL 1 1938

OPERATION	EST. TIME (Clock No. Time Value)	DATE ENTRUSTED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUL - 1 1938	JUL - 1 1938
SKETCH			
RETOUCHING	4		
PHOTO LITHO			
BLUEPRINT STRIPPING, OPAQUING	8 1/2	7 - 11 - 38	7 - 11 - 38
ENGRAVING			
HAND COLOR PROOF	1 1/2		
ARTIST DEPT.	8 1/2		

DATE BLUEPRINT OK'D

DATE PAID

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer



ROBBINS-TILLQUIST CO., SPOKANE, WASH.

NO. 8A-H1496

ORDER NO. 14241

DATE 6-30-1938

12M 500 POST CARDS

C. T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) VIEW FROM RIM ROCK  
DRIVE, BILLINGS, MONT.

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. 3 R. M. NO  
IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE - 5255

PHOTO PROPERTY OF C. T.

COLOR DESCRIPTION  
COLORS OF LARGER BLDGS. AS MARKED. BLUFFS IN DISTANCE, -BUFF COLOR  
FOR BETTER DETAIL OF LARGE BLDG. MAKE LIGHTER PRINT.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,297,776

ATTENTION!

Subjects on order for this customer. Please see to it that all positives or negatives are uniform and colors are in harmony with each other to make an attractive set.

ESTIMATE  
By 1938 Date JUL 1 1938  
WORK SCHEDULE By 1938 Date JUL 1 1938

OPERATION	EST. TIME Clock No.   Time Allowed	DATE STARTED	DATE COMPLETED
COMPOSING TYPE SET UP		JUL - 1 1938	JUL - 1 1938
SKETCH			
RETOUCHING	56 3	7 - 1	7 - 3
PHOTO LITHO			
PRINTING	83	7 - 7	7 - 8
ETCHING			
HAND COLORING	225 13/5		12 July
ART	27 10		

DATE PRINTED \_\_\_\_\_ DATE PAID \_\_\_\_\_

DATE PHOTO RETURNED TO CUSTOMER \_\_\_\_\_ By \_\_\_\_\_

56

123



ROBBINS-TILLQUIST CO., SPOKANE, WASH.

NO. 8A-H1497

ORDER No 14241

DATE 7-6-1938

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER. CENTER - BORDER.

FRONT No. 3

R. M. NO

TITLE (IN FULL) SECOND AVENUE NORTH,  
BILLINGS, MONT.

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE: 5196

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

SEE INSTRUCTIONS ON PHOTO.  
CUT AT TOP FOR PROPORTION.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By

ESTIMATE

Com. Dept. OK'd

Date

JUL 8 1938

AND WORK SCHEDULE

By

Date

JUL 8 1938

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUL - 8 1938	JUL - 8 1938
SKETCH				
RETOUCHING	2	4	7 - 8	7 - 12 5
PHOTO LITHO				
BLUEPRINT STRIKING, CMAQUING	62		7 - 12	7 - 12 14
ENGRAVING				
HAND COLOR PROOF	303	1/2	7 - 12	7 - 13
ARTIST'S PROOF		9	7/20/38	7/21/38

DATE ESTIMATE OK'D

DATE Filed

DATE HAND COLOR PROOF OK'D

By

DATE Photo Returned to Customer

Rush

57  
131



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

CUSTOMER  
—  
C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

DIAL No. 8A-H1498 ORDER NO. 14242

DATE JUNE 30, 1938 DEPT.

DATE COMPLETED

CUSTOMER ELMHURST INN.  
SEWICKLEY, PA.

RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

Photos for  
this Customer

6 M POST CARDS SIZE 3 1-2 X 5 1-2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full ELMHURST INN, OHIO RDVER BLVD.,  
SEWICKLEY, PA. PENNA.  
FAMOUS FOR FINE FOODS

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C.T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout THEY WANT TO SHOW ONE OR THE  
OTHER OF THE PHOTOGRAPHS AT THE TOP OF  
THE CARD AND THE OLD VIEW (USED ON  
2149-30) AT THE BOTTOM OF THE CARD  
THE CARD IS TO BE LAID OUT AS COPY ATTACH

USE WHICH EVER PHOTO WILL BE BEST  
NO. 1 IS PREFERRED BUT IF IT IS TOO  
DARK NO. 2 WILL BE SATISFACTORY

PHOTO LITHO  
Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 -10x12  
Prints each from Negatives MATTE or GLOSSY  
Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted  
See Salesman, Customer, or Sample for Position, Office  
DELIVER Straighten Photo  
Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE TISSUE ATTACHED TO PHOTO

PHOTO RETURNED  
TO  
PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H1499n ORDER NO. 14555

DATE 6-29-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER THE SMITH-BROOKS PRtg CO.  
DENVER, COLORADO

12 M 500 POST CARDS SIZE 3 1/2 x 5 1/2

~~ART COLORTONE WHITE BORDER~~

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full ON THE DENVER & RIO GRANDE WESTERN  
RAILROAD - THRU THE ROCKIES, NOT AROUND THEM  
BOT-CASTLE GATE, UTAH. ROYAL GORGE AND MOFFAT  
TUNNEL ROUTES

*use gothic type*

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE COLORED PHOTO ATTACHED.

*Photo set 6/25/40*

*6/25/40*

PHOTO RETURNED

TO

PHOTO USED FOR

JUL -5 1938



CURT TEICH & COMPANY, Inc. ✓ 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H1500 ORDER NO. 14555 DATE 6-29-1938

CUSTOMER THE SMITH-BROOKS PRTG. CO.  
DENVER, COLORADO

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M 500 POST CARDS SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full ~~ON THE DENVER & RIO GRANDE WESTERN RAILROAD, -~~

~~THE~~ THE ROCKIES, NOT AROUND THEM

BOT-GREAT SALT LAKE, UTAH, SALT AIR IN BACKGROUND

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

FRONT NO. 5

R. M.

Yes

No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

Photo ret  
8/15/38  
J/S

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H1501

ORDER No. 4555

DATE 6-29-1938

CUSTOMER THE SMITH-BROOKS PRTG. CO.  
DENVER, COLO.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M 500 POST CARDS SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full ON THE DENVER & RIO GRANDE WESTERN

RAILROAD-THRU THE ROCKIES, NOT AROUND THEM  
BOT-THE ROYAL GORGE, AMERICA'S BEST-LOVED  
TRAVEL WONDER *use gothic type*

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT Customer C. T. Imprint No Imprint

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE PICTURE ATTACHED, FOR COLORS

*Photo ret 6/28/40.  
20*

MAKEOVER

Charge to Art Dept.

1. *HC 1*  
2. *QD*  
3. *20*  
4. *20*  
5. *20*  
6. *20*  
7. *20*  
8. *20*  
9. *20*  
10. *20*  
11. *20*  
12. *20*  
13. *20*  
14. *20*  
15. *20*  
16. *20*  
17. *20*  
18. *20*  
19. *20*  
20. *20*

PHOTO RETURNED

TO

PHOTO USED FOR

H.C.P. 2  
L.A. 15

MAKEOVER

Charge to Ret. Dept.

EST. Makeover Time 2

NG 1

1

1

2

2

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2

2

2



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL No. 8A-H1502 ORDER NO. 14555  
CUSTOMER THE SMITH-BROOKS PRITG. CO.  
DENVER, COLORADO

DATE 6-29-1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12 M 500 POST CARDS SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full ON THE DENVER & <sup>BIO</sup> GRANDE WESTERN  
RAILROAD — THRU THE ROCKIES, NOT AROUND THEM  
BOT-EAST PORTAL, THE MOFFAT TUNNEL, MOFFAT  
TUNNEL ROUTE  
*use gothic type*

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

FRONT NO. 5

(All of this on address side)

R. M.

*same as 7A HXG 1*  
Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen 120  
133  
150  
175

COLOR DESCRIPTION

SEE COLORED PICTURE ATTACHED.

RETURN PHOTO YES NO

*Photo ret 6/25/40  
JH*

*6/25/40  
JH*

PHOTO RETURNED

TO

PHOTO USED FOR



SANBORN SOUVENIR CO., DENVER, COLO.

NO. 8A-H1503

ORDER NO. 14244

DATE June 30, 1938

12 1/2 MPOST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 3

R. M. YES

IMPRINT SAME AS ABOVE

TITLE - THE GATEWAY TO HELL'S HALF ACRE  
ON HIGHWAY U. S. 20 WEST OF CASPER,  
WYOMING. - R M incl.

PRIVATE NO. BEFORE TITLE -- 1229

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

FOR COLORS SEE 7A125.

41505  
4B41629

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

ESTIMATE  
By \_\_\_\_\_ Date JUL 5 1938  
Cost Dept. Checked \_\_\_\_\_  
Work SCHEDULE  
By \_\_\_\_\_ Date JUL 5 1938

OPERATION	TIME	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING TYPE		JUL - 8 1938	JUL - 8 1938
SKETCH			
RETOUCHING	9 2	7 - 8	7 - 10
PHOTO LITHO			
BLOCKING & STONE	89	7 - 12	7 - 12 41
ENGRAVING			
HAND COLOR PROOF	225 1/2		13 July
ARTIST DEPT.	95 8 1/2		

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE PROOF \_\_\_\_\_

By \_\_\_\_\_ By \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_ DATE FILM RETURNED TO CUSTOMER \_\_\_\_\_

By \_\_\_\_\_

130



SANBORN SOUVENIR CO., DENVER, COLO.

NO. 8A-JL504

ORDER NO. 14244

DATE JUNE 30 1938

13 1/2 M POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

3

R. M.

YES

IMPRINT

SAME AS ABOVE

TITLE - ~~THE~~ THE SENTINEL - HELLS HALF  
ACRE, WYOMING, ON U.S. 20 WEST OF CASPER

✓ R M incl.

PRIVATE NO. BEFORE TITLE --- 1230

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

FOR COLORS SEE 7A125

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

yes

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,297,775

ESTIMATE

Cost Dept. Checked

By

JUL 5 1938

By

Date

AND WORK SCHEDULE

Date

OPERATION	EST. TIME HOURS	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TY. & SET UP		JUL - 8 1938	JUL - 8 1938
SKETCH			
RETOUCHING	9 2	7-8	7-12 SF
PHOTO-LITHO			
BLUE-PRINT STRIPPING	80	7-12	7-12 RT
ENGRAVING			
HAND COLOR PROOF	31 1 1/2	7-13	7-13-
ARTIST EVID.	15 8 1/2	7-19	7-

DATE BLUEPRINT ORD. \_\_\_\_\_ DATE PAID \_\_\_\_\_

DATE ORDER RECEIVED \_\_\_\_\_ DATE RETURNED TO CUSTOMER \_\_\_\_\_

ATTENTION!

Subjects on  
order for this material. Please  
see to it that all positives or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

⊗



SANBORN SOUVENIR CO., DENVER, COLO.

NO. 81-H1505

ORDER NO. 1244

DATE JUNE 30, 1938

12 M POST CARDS

C. T. ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 3

R. M. YES

TITLE (IN FULL)

IMPRINT

SAME AS ABOVE

TITLE -- THE IDOLS - HELL'S HALF ACRE,  
WYOMING ON U.S. 20 WEST OF CASPER

✓ R M incl.

PRIVATE NO. BEFORE TITLE ---- 1231

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

FOR COLORS SEE 7A125

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO

PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,790,775

Executive OK of Estimate

By

Date

ESTIMATE

AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No. Time Allowed	DATE ENTERED DPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUL - 2 1938	JUL - 2 1938
SKETCH			
RETOUCHING	3 3	7 - 8	7 - 8
PHOTO LITHO			
BLUEPRINT STRIPP. C. COMPOSING	89	7 - 12	7 - 12
ENGRAVING			
HAND COLOR PROOF	225 1 1/2		13 July
ARTIST FEET	24 9	7 - 25/38	7 - 26/38

DATE ESTIMATE OK'D

DATE Filled

DATE HAND COLOR PROOF OK'D

By

DATE Photo Returned to Customer

ATTENTION!

Subjects on  
order for this set. Please  
see to it that all prints or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.



T. H. PAYNE CO., CHATTANOOGA, TENN.

NO. 8A-H1506

ORDER NO. 13299

DATE 7-2-1938

12M 500 POST CARDS

C. T. ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT No. 1 R. M. YES

TITLE (IN FULL) GREETINGS FROM ~~ENX~~  
CHATTANOOGA AND LOOKOUT MOUNTAIN  
TENN.

IMPRINT SAME AS ABOVE

AT BOTTOM IN SMALL TYPE --  
(C) C. T. & CO.

PHOTO PROPERTY OF C. T.

COLOR DESCRIPTION

USE SOME OF ALL VIEWS OF ALL VIEWS OF CHATTANOOGA, ROCK CITY, &  
CAVE VIEWS IN LETTERS

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,275

## ESTIMATE

Cost D. C. Checked

By

Date

JUL 18 1938

AND WORK SCHEDULE

JUL 18 1938

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
OPERATION		JUL 18 1938	JUL 19 1938
SECRET	10		
REWORKING	7		
PHOTO LITHO			
BINDING	889	7-28	7-28
ENCLOSURE			
HAND COLOR PRINT			
ARTIST OUTF.	25 12		

DATE OF PRINT ORD.

DATE FPD

DATE PAID

DATE PAID

7-7  
17-22

✓ 37 H 798  
✓ 76 H 1872  
✓ 76 H 1869  
✓ 50 H 249  
✓ 48 H 873  
✓ 50 H 2462  
✓ 50 H 2461  
✓ 50 H 2456  
✓ 70 H 1873  
✓ 50 H 320  
✓ 50 H 332

147



15 / photo

T. H. PAYNE CO., CHATTANOOGA, TENN.

NO. 8A-H1507

ORDER NO. 14297

DATE JULY 2, 1938

12M 500 POST CARDS

C. T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M.

YES

TITLE (IN FULL) GREETINGS FROM ROCK CITY  
GARDENS ATOP LOOKOUT MOUNTAIN

IMPRINT SAME AS ABOVE

in D6501

AT BOTTOM IN SMALL TYPE (C) C.T.&CO.

PHOTO PROPERTY OF

EM C. T.

COLOR DESCRIPTION

USE ONLY ROCK CITY XXXX GARDENS VIEWS IN LETTERS

USE COLOR SCHEME SIMILIAR TO CARD 8AH434 FOR HOLBROOK, ARIZ

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

R

ESTIMATE

Cost Dept. Checked

By

Date

JUL 17 1938

JUL 17 1938

JUL 18 1938

JUL 18 1938

7-18

7-29 SC

7-29

7-20 UT

25 14

25

DATE PAID

By

DATE Photo Taken

51 H 2460  
- 51 H 332  
- 51 H 1249  
- 51 H 325  
- 51 H 2416  
- 51 H 2458  
- 51 H 879  
- 51 H 1128  
- 51 H 2463  
- 51 H 2461  
- 51 H 1250  
- 51 H 323



T. H. PAYNE CO., CHATTANOOGA, TENN.

NO. 8A-H1508

ORDER NO. 14291

DATE JULY 2, 1938

12M 500 POST CARDS

C. T. ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER CENTER - BORDER.

TITLE (IN FULL) LOOKOUT SOUVENIR SHOP,  
POINT PARK, ATOP LOOKOUT MOUNTAIN,  
TENN.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

R. M.

YES

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE COLORTNSTRUCTIONS ATTACHED

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,775

## ESTIMATE

AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Click No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUL 21 1938	JUL 21 1938
SKETCH			
RETOUCHING	12 3	7-21	7-22 SC
PHOTO-LITHO			
BLUEPRINT STRIPPING OPAQUING	8 1/2	7-22	7-22 H.T.
ENGRAVING			
HAND COLOR PROOF			
ARTIST DEL.	27 9		

DATE BLUEPRINT OK'D.

DATE Filed

DATE HAND COLOR PROOF OK'D.

DATE Photo Returned to Customer

## ATTENTION!

Subjects on order for this customer. Please see to it that all positives or negatives are uniform and colors are in harmony with each other to make an attractive set.

Rm 125



T. H. PAYNE CO., CHATTANOOGA, TENN.

NO. 8A-H1509

ORDER NO. 14291

DATE 7-2-1938

12M 500 POST CARDS

C. T. ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) NEW YORK PEACE MONUMENT,  
LOOKOUT MOUNTAIN  
BOT - CHATTANOOGA, TENNESSEE

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT SAME AS ABOVE

9B4-1399

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

USE COLORS AS PER CARD ATTACHED CARD

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

By *[Signature]* of Estimate

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

By

Date

Date

JUL 19 1938

JUL 19 1938

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clk No.	Time Allowed		
COMPOSING TYPE SET UP			JUL 19 1938	JUL 19 1938
SKETCH				
RETOUCHING	9	3 1/2	7-19	7-21-38
PHOTO LITHO				
BLUEPRINT STRIPPING, OPACING	12/19		7-21	7-22-38
ENGRAVING				
HAND COLOR PROOF	228	1 1/4		
ARTIST DEPT.	25	7 1/2		

DATE BLUEPRINT OK'D

DATE *Filed*

DATE HAND COLOR PROOF OK'D

By

DATE Photo Returned to Customer

By

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

RM 125  
149



T. H. PAYNE CO., CHATTANOOGA, TENN.

NO. 8A-H1510

ORDER NO. 14291

DATE 7-2-1938

12 500 POST CARDS

C. T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) AERIAL VIEW OF THE TOWN  
OF THE LOOKOUT MOUNTAIN, TENN.

IMPRINT SAME AS ABOVE

© CLINE STUDIOS

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

MOST OF THE BUILDINGS ARE WHITE, SOME ARE NATIVE STONE, WHICH IS A  
MEDIUM BROWN COLOR. MONUMENT AT EXTREME END IS WHITE. ROADS OR HWY  
HIGHWAYS ARE CEMENT PAVED. AS TO BALANCE USE YOUR JUDGEMENT TO  
MAKE THIS A VERY ATTRACTIVE CARD.

SUBMIT: RET. PHOTO.

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

By of Estimate

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

By

Date

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			JUL 19 1938	JUL 19 1938
SKETCH				
RETOUCHING	9	3 1/2	7-19	7-21 38
PHOTO LITHO				
DOING	12		7-21	7-21 48
ENGRAVING				
HAND COLOR PROOF		1 3/4		
ARTIST DESK	40	9 1/2	7/28/38	7/29/38

DATE BLUEPRINT OK'D

DATE Filed

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

*Rush*

9

149



T. H. PAYNE CO., CHATTANOOGA, TENN.

NO. 8A-H1511

ORDER NO. 14291

DATE 7-2-1938

12M 500 POST CARDS

C. T. ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) MARKET STREET AND WALNUT  
STREET BRIDGES, CHATTANOOGA, TENN.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

1

R. M.

YES

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

USE COLORS AS PER CARD ATTACHED

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,754,774

ESTIMATE  
AND WORK SCHEDULE  
Date JUL 19 1938  
By [Signature]  
Date [Signature]  
Cost Dept. Checked

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING TYPE SET UP			JUL 19 1938	JUL 19 1938
SKETCH				
RETOUCHING	12	5 1/2	7-19	7-21 SC
PHOTO-LITHO				
BLUEPRINT STRIPPING & OPAQUING	8 1/2	9	7-21	7-21 H.
ENGRAVING				
HAND COLOR PROOF	31	1 1/2		
ARTIST DEPT.	45	9	7-28	7-29

DATE BLUEPRINT OK'D

DATE [Signature]

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*[Large handwritten signature]*

*[Handwritten initials]*



T. H. PAYNE CO., CHATTANOOGA, TENN.

NO. 8A-H1512

ORDER NO. 14291

DATE JULY 2, 1938

12M 500 POST CARDS

C. T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) **EULA FALLS, ON LOOKOUT  
MOUNTAIN, CHATTANOOGA, TENN.**

IMPRIN **SAME AS ABOVE**

PHOTO PROPERTY OF **CUSTOMER**

COLOR DESCRIPTION

**WATER BLUE, WITH FALLS EFFECT IN WHITE. STONE IS NATIVE TENNESSEE  
STONE, WHICH IS VARIOUS COLORS OF LIGHT TAN, BROWN ETC. FOLAGE  
USUAL GREENS.**

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF **YES** RETURN PHOTO.

**CURT TEICH & COMPANY, INC., CHICAGO**  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

**ATTENTION!**

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK of Estimate

By [Signature] Date JUL 21 1938

**ESTIMATE  
AND WORK SCHEDULE**

Cost Dept. Checked [Signature]

By [Signature] Date JUL 21 1938

OPERATION	EST. TIME		DATE ENTIRED DEPT.	DATE COMPLETED
	Clock No.	Time allowed		
COMPOSING TYPE SET UP			JUL 21 1938	JUL 21 1938
SKETCH				
RETOUCHING	9	3	7-21	7-22 SC
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	12 1/4		7-22	7-22 KE
ENGRAVING				
HAND COLOR PROOF	31	1 1/2		
ARTIST DEPT.	211	7 3/4	7-27	

DATE BLUEPRINT OK'D \_\_\_\_\_

DATE Filed \_\_\_\_\_

By \_\_\_\_\_

By \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

By \_\_\_\_\_

*[Large handwritten signature]*

9

51  
151



NO. 8A-H1513

T. H. PAYNE CO., CHATTANOOGA, TENN.

ORDER NO. 14291

DATE JULY 2, 1938

12M 500 POST CARDS

C. T. ART COLORTONE WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

1

R. M.

YES

TITLE (IN FULL) THE GRAND CANYON OF TENNESSEE, CHATTANOOGA, TENN.

PRINT SAME AS ABOVE

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

ART DEPARTMENT CAN USE THEIR BEST JUDGEMENT ON THIS ONE, THEY SHOULD KNOW HOW THE COLOR EFFECT WILL LOOK BEST AS THESE SCENES ARE SIMILAR TO THOSE IN THE BIG BEND COUNTRY OF TEXAS

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this customer. Please see to it that all positives or negatives are uniform and colors are in harmony with each other to make an attractive set.

## ESTIMATE

AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TY. SET UP		JUL 18 1938	JUL 18 1938
SKETCH			
RETOUCHING	4 3	7-18	7-21 SP
PHOTO LITHO			
BLUEPRINT STRIPPING, OPACIFYING	8 1/2	7-21	7-22 K.T.
ENGRAVING			
HAND COLOR PROOF	20 1 1/2	7-22	7-22
ARTIST DEPT.	8 3/4		

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

4

5-  
Rm. 125  
149



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H1514 ORDER NO. 14586 DATE 7-1-1938

CUSTOMER MILLETT'S AUTO COURT  
COLMA, CALIFORNIA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS SIZE

3 1/2 x 5 1/2

STYLE ART COLOR TONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full REASONABLE RATES

BOT-MILLETT'S AUTO COURT - 101 HIGHWAY - COLMA,  
CALIF.

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE INSTRUCTIONS ATTACHED.

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 - 10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue-Print — Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

PHOTO RETURNED

TO

PHOTO USED FOR

Ret. 2/12  
2/c. 1/4  
L. art 8 3/4

GW

JUL - 5 1938



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H1515 ORDER NO. 14589 DATE 7-11-1938

CUSTOMER SIEBEN'S BREWERY  
CHICAGO, ILL.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M PC

SIZE 3½ x 5½

STYLE PHOTO COLORIT WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full SIEBEN'S BIER STUBE  
1466 LARRABEE ST.,—CHICAGO, ILL.

(MAKE "SIEBEN'S BIER STUBE" IN GOTHIC TYPE IF POSSIBLE.  
IF NOT, THEN USE OLD ENGLISH.

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

SEE TISSUE ATTACHED.

SUBMIT RETOUCED PHOTO FOR OKEH.

FRONT NO. 5

(All of this on address side)

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

PHOTO LITHO

Rephoto

NEG. NO.

Photograph each - Size 5x7 - 8x10 -10x12

Prints each from Negatives MATTE or GLOSSY

Mount on CARD, CLOTH, with hinge - or without hinge - Not mounted

See Salesman, Customer, or Sample for Position, Office

DELIVER

Straighten Photo

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print Handcolor — Black & White Proof. Titles—Red, Blue.

COLOR DESCRIPTION

SEE TISSUE ATTACHED.

*Rush*

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

JUL 12 1938

Red 52  
N.B. 1/2  
L.A. 9 1/2



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H1516 ORDER NO. 14581 DATE 7-1-1938

CUSTOMER HOTEL BILTMORE  
MADISON AVE. AT 43-44TH ST.  
NEW YORK CITY, NEW YORK

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHOGRAPH

DATE COMPLETED

Photos for  
this Customer

25 POST CARDS

SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

(All of this on address side)

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full THE ROYAL PALM ROOF - THE BILTMORE -  
NEW YORK CITY

FRONT NO. 5

R. M.

Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

Customer Imprint

No Imprint

PLATE NO. ON FRONT

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout CROP PHOTO AT ARROW MARKS THUS  
ALLOWING SPACE FOR COPY PANEL AT BOTTOM OF  
CARD FULL FACE ON THREE SIDES. RETOUCH PHOTO  
BUT DO NOT MAKE KEY PLATE UNTIL SKETCH IS  
RETURNED COVERING TREATMENT OF LOWER BORDER.

Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue-Print — Handcolor — Black & White Proof. Titles—Red, Blue

Screen 120  
133  
150  
175

COLOR DESCRIPTION

SEE INSTRUCTIONS AND SWATCHES ATTACHED. BLUE - SALMON - BROWN FOR  
CHAIR COVERS. PAPER SAMPLE FOR LINEN. BRIGHT GREEN FOR PALM TREE FOLIAGE.  
DULLER GREEN FOR BANANA TREE FOLIAGE. SAMPLE OF CORN COLOR FOR LAMP DECORATIONS.

Very Rush

MAKEOVER

JUL -5 1938



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H1517 ORDER NO. 14308 DATE July 5, 1938

CUSTOMER INTERNATIONAL TEXTBOOK CO.  
INTERNATIONAL CORRESPONDENCE SCHOOLS  
SCRANTON, PA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

12½ M POST CARDS SIZE 3½ x 5½

STYLE ART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full ADMINISTRATION BUILDING  
BOT - INTERNATIONAL CORRESPONDENCE SCHOOLS.  
SCRANTON, PENNSYLVANIA

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R.M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

JUL 6 1938

5.  
126



29

CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

DIAL NO. 8A-H1518 ORDER NO. 14307

DATE July 5, 1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

CUSTOMER INTERNATIONAL SHOE COMPANY  
QUEEN QUALITY SHOE COMPANY  
1509 WASHINGTON AVENUE  
ST. LOUIS, MISSOURI

50 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full QUEEN QUALITY SHOES -- A SHOE WARDROBE  
THAT KEEPS YOUR DATES UP TO DATE. SYNCHROMATIC  
LASTS.

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C.T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE SKETCH ATTACHED.

Rush

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

2 1/2  
27 10

Rephoto 10

PM

18-2-2  
2  
3-2



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL NO. BA-H1519 ORDER NO. 14309 DATE JULY 5, 1938

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

CUSTOMER ENESLOW SHOE COMPANY  
224 E. 23RD STREET  
NEW YORK, NEW YORK

Photos for  
this Customer

25 M POST CARDS SIZE  $3\frac{1}{2} \times 5\frac{1}{2}$

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full

FRONT NO. ~~4~~ 5 (All of this on address side) R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. Screen 133  
Transfer — Paper Process — New Process. Screen 150  
Stripping — White Border — Full Face. Screen 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

COLOR INSTRUCTIONS ARE INDICATED ON A TISSUE OVERLAY, AND IN GETTING THE COLORS OF THE LEAR-  
BACKGROUND FOR EACH OF THE SHOES, BE SURE THAT YOU ACHIEVE THE EFFECT THAT THE ARTIST HAS WORKED  
OUT. FOLLOW ALL BACKGROUND COLORS AS ON THE OVERLAY JUST AS FAITHFULLY AS IT IS PHYSICALLY  
POSSIBLE. THE SHOES ARE BLACK WITH THE EXCEPTION OF TWO, COUNTING FROM LEFT TO RIGHT TOP ROW T  
THE THIRD SHOE IS A DARK BROWN; COUNTING FROM LEFT TO RIGHT BOTTOM ROW, THE SECOND ~~SHOE~~ SHOE IS  
A DARK BROWN, AND BE SURE THAT THESE ARE DARKER THAN THE BROWN SHOWN ON ENESLOW'S LAST CARD --  
THE ONE CRITICIS HE WAS OF THAT CARD BEING THE BROWN OF THE SHOES.

make Red impression

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

PHOTO RETURNED

TO

PHOTO USED FOR

AG. 13/4  
27. 10/2

AH2765

11.6 1938



NO. 8A-H1520

VERKAMP'S, GRAND CANYON NATIONAL PARK, ARIZONA

ORDER 14644

DATE 7-5-1938

9 6 M POST CARDS

ART COLORTONE

FULL PAGE  
XEROX COPY

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. YES

TITLE (IN FULL) ~~XXXXXXXXXX~~

IMPRINT SAME AS ABOVE

TITLE: THE LOOKOUT, GRAND CANYON NATIONAL  
PARK, ARIZONA

✓ R.M. encl.

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE PHOTO NO. 78904.

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,297,774

## ATTENTION!

Subjects of  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

## ESTIMATE

By

By

Date

Date

## AND WORK SCHEDULE

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUL 11 1938	JUL 11 1938
SKETCH				
RETOUCHING	204	1 1/2		
PHOTO-LITHO				
BLU PRINT STRIPPING, OPAQUING	82/86		7-14	7-15
ENGRAVING				
HAND COLOR PROOF	228	1 1/2		7-18
ARTIST DEPT.	45	8	8-15	8-16

DATE BLUEPRINT OK'D

DATE FRID

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

2.4  
957  
132



NO. 8A-H1521

VERKAMP'S, GRAND CANYON NATIONAL PARK, ARIZONA

ORDER NO. 14644

DATE 7-5-1938

6 M POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. ~~NO~~ YES

TITLE (IN FULL)

IMPRINT S ME AS ABOVE

TITLE: EAST FROM HOPI POINT, GRAND  
CANYON NATIONAL PARK, ARIZONA

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

USE PHOTO NO. 78907.

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,773

ATTENTION!

Subjects on order for this company. Please see to it that all subjects or negatives are uniform and colors are in harmony with each other to make an attractive set.

*Stop over Point*

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

JUL 9 1938

AND WORK SCHEDULE

JUL 9 1938

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUL 11 1938	JUL 11 1938
SKETCH			
RETOUCHING	205 2	7-11	7-13
PHOTO-LITHO			
BLUEPRINT STAMPING, OPAQUEING	1289	7-11	7-15
ENGRAVING			
HAND COLOR PROOF	225 1 1/2		21 July
ARTIST DEPT.	36 9	Aug. 15-	Aug. 17, W.P.

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo returned to Customer

915  
9

55  
132



VERKAMP'S, GRAND CANYON NATIONAL PARK, ARIZONA

NO. 8A-JH522

ORDER NO. 14644

DATE 7-5-1938

6 M POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE

TITLE (IN FULL)

TITLE: GRANITE GORGE FROM PLATEAU,  
BRIGHT ANGEL TRAIL, GRAND CANYON  
NATIONAL PARK, ARIZONA

*Granite ©*

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

USE PHOTO NO. 78914.

*Card missing*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

JUL 3 1938

JUL 9 1938

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUL 1 1938	JUL 1 1938
SKETCH			
RETOUCHING	213 1 1/2	7-11	7-14-38
PHOTO-LITHO			
BLEUPRINT STRIPPING, OPAQUING }	8 1/4	7-14	7-15-41
ENGRAVING			
HAND COLOR PROOF	226 1 1/2	7-16	7-18
ARTIST DEPT.	215 8	7-15	7-

DATE BLUEPRINT OK'D.

DATE Filed

DATE HAND COLOR PROOF OK'D.

DATE Photo Returned to Customer

By

By

ATTENTION!

8 sheets of  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set

*Stop no print*

213  
9

132



NO. 8A-H1523

VERKAMP'S, GRAND CANYON NATIONAL PARK, ARIZONA

ORDER NO. 14644

DATE 7-5-1938

6 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. YES

IMPRINT SAME AS ABOVE

TITLE: ON HERMIT TRAIL, GRAND CANYON  
NATIONAL PARK, ARIZONA

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE PHOTO NO. 78902.

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

By

JUL 9 1938

**ESTIMATE**  
AND WORK SCHEDULE

By

JUL 9 1938

Date

Date

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUL 11 1938	JUL 11 1938
SKETCH			
RETOUCHING	53 2 1/2	7-11	7-14 8
PHOTO LITHO			
BLUE-PRINT STRIPPING, OPAQUING	8 1/2	7-11	7-15 1/2
ENGRAVING			
HAND COLOR PROOF	286 1 1/2		7-15
ARTIST DEPT.	30 9	8-10-38	8-12-38

DATE BLUEPRINT OK'D \_\_\_\_\_

DATE Filed \_\_\_\_\_

By \_\_\_\_\_

By \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

**ATTENTION!**

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

*Stop over Paul*



VERKAMP'S, GRAND CANYON NATIONAL PARK, ARIZONA

NO. 8A-H1524

ORDER NO. 14644

DATE 7-5-1938

6 M POST CARDS

ART ~~REPRODUCTION~~ <sup>COLOR TONE</sup>

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. YES

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

TITLE: FOOT OF BRIGHT ANGEL TRAIL,  
GRAND CANYON NATIONAL PARK, ARIZONA

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE PHOTO NO. 78916.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI PLY FORMS © PAT. NO. 1,297,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cut or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an adequate set

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

JUL 9 1938 AND WORK SCHEDULE

OPERATION	LST TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUL 11 1938	JUL 11 1938
SKETCH			
RETOUCHING	206 2	7-11	7-14
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	8 1/2	7-12	7-14
ENGRAVING			
HAND COLOR PROOF	326 1 1/2		7-16
ARTIST DEPT.	62 9	7-15	8-16

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

57.1  
132



*R. ...*  
*stop over print*

VERKAMP'S, GRAND CANYON NATIONAL PARK, ARIZONA

NO. 8A-HL525

ORDER NO. 14644

DATE 7-5-1938

6 M POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. YES

TITLE (IN FULL)

IMPRINT SAME AS ABOVE

TITLE: GRAND VIEW POINT, GRAND CANYON NATIONAL PARK, ARIZONA

*Infinite @*

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE PHOTO NO. 78899.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
 PHOTO TICKET

GLOBE MULTI-PLY FORMS (11) PAT. NO. 1,799,775

Executive Order Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

AND WORK SCHEDULE

JUL 11 1938

OPERATION	EST. TIME Clock No. 1 Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUL 11 1938	JUL 11 1938
SKETCH			
RETOUCHING	51 2 1/2	7-11	7-14
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	8 1/2	7-14	7-14
ENGRAVING			
HAND COLOR PROOF	225 1 1/2		18 July
ARTIST DEPT.	217 9	8-15	8-16

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

P

133



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KINGSTON, JAMAICA, SOLE DISTRIBUTOR

NO. 8A-HD526

ORDER NO. 14649

DATE 7-5-1938

12 M 500 POST CARDS

ART COLORTONE

FULL PAGE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 *Spec* R. M. YES

TITLE (IN FULL) ROSSELIE FALLS, JAMAICA,  
B.W.I.

IMPRINT SAME AS ABOVE

SMALL TYPE IN PLATE: (C)

BOT OF MESSAGE SPACE IN ONE LINE:  
GREETINGS FROM JAMAICA, B.W.I.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE COLORED PHOTO ATTACHED.  
SEE INSTRUCTIONS ATTACHED.

*General*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,292,775

## ESTIMATE

DATE JUL 6 1938 AND WORK SCHEDULE

By

DATE JUL 6 1938

OPERATION	EST. TIME Clocks Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUL - 2 1938	JUL - 2 1938
SKETCH			
RETOUCHING	54 1 1/2	7 - 8	7 - 13
PHOTO LITHO			
BLU. PRINT STRIPPED, L. CHAOLONG	82	7 - 13	7 - 14
ENGRAVING			
HAND COLOR PROOF	225 1 1/2		16 July
ARTIST DEPT.	8 1/2		

DATE BLUEPRINT CRD

DATE Filed

by

by

DATE EST. PROOF RECEIVED

DATE Photo Returned to Customer

## ATTENTION

NOTE: For the best results, see that that all of the negatives are uniform and color in harmony with each other to make an attractive set.

*Follow ACP  
exactly for colors*

(X)



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KINGSTON, JAMAICA, SOLE DISTRIBUTOR

NO. 8A-H1527

ORDER NO. 14649

DATE 7-5-1938

12 M 500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO.

T. Spec R. M. YES

TITLE (IN FULL) WHITE HORSES, JAMAICA, B.W.I.

IMPRINT SAME AS ABOVE

SMALL TYPE IN PLATE: (C)

BOT OF MESSAGE SPACE IN ONE LINE:  
GREETINGS FROM JAMAICA, B.W.I.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE COLORED PHOTO ATTACHED.  
SEE INSTRUCTIONS ATTACHED.

General

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,777

## ESTIMATE

Cost

By

By

Date

JUL 6 1938

Date

JUL 6 1938

## AND WORK SCHEDULE

OPERATION	EST. TIME	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUL - 8 1938	JUL - 8 1938
SKETCH			
RETOUCHING	2	7 - 8	7 - 14 38
PHOTO-LITHO			
BLENDING, STRIPPING, OPAQUING	83	7 - 15	7 - 18 38
ENGRAVING			
HAND COLOR PROOF	225	14	19 July
ARTIST DEPT.	211	9 Aug - 9	

DATE BLUEPRINT OK'D

DATE

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Delivered H.D.P.  
especially for colors

57  
1938



1528  
NO. 8A-H1528

COPYRIGHT PHOTO BY DUNCAN KEITH CORINALDI,  
KINGSTON, JAMAICA, SOLE DISTRIBUTOR

ORDER NO. 14649

DATE 7-5-1938

12 M 500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) MONTEGO BAY, JAMAICA, B.W.I.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. *I spec* R. M. YES

IMPRINT SAME AS ABOVE

SMALL TYPE IN PLATE: (C) *In plate*

BOT OF MESSAGE SPACE IN ONE LINE:  
GREETINGS FROM JAMAICA, B.W.I.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE COLORED PHOTO ATTACHED.  
SEE GENERAL INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

EXHIBIT OF ESTIMATE

## ESTIMATE

Cost Dept. Checked *h*

By *h* Date JUL 6 1938 AND WORK SCHEDULE Date JUL 1 1938

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUL - 8 1938	JUL - 8 1938
SKETCH				
RETOUCHING	9	2		
PHOTO LITHO				
BLUEPRINT STRIPPING, OPAQUING	14		7-13	7-14
ENGRAVING				
HAND COLOR PROOF	225			16 July
ARTIST DEPT.	207	9	7-30	8-31

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE FILED \_\_\_\_\_

By \_\_\_\_\_

By \_\_\_\_\_

DATE HAND COLOR PROOF \_\_\_\_\_

DATE HAND COLOR PROOF \_\_\_\_\_

By \_\_\_\_\_

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

*Make soft color  
follow within 10 days*

*(X)*

*130*



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KINGSTON, JAMAICA, SOLE DISTRIBUTOR

NO. 8A-H1529

ORDER NO. 14649

DATE 7-5-1938

12 M 500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) GENERAL POST OFFICE,  
JAMAICA, B.W.I.

SMALL TYPE IN PLATE: (C) *In sky*

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. *Spec*

R. M. YES

IMPRINT SAME AS ABOVE

BOT. OF MESSAGE SPACE IN ONE LINE:  
GREETINGS FROM JAMAICA, B.W.I.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE COLORED PHOTO TTACHED.

SEE GENERAL INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Execute OK of Estimate

By

JUL 6 1938

Date

## ESTIMATE AND WORK SCHEDULE

By

Date JUL 6 1938

Cost *100.00*

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUL - 8 1938	JUL - 8 1938
SKETCH				
RETOUCHING	56	2 1/2	7-8	7-13
PHOTO-LITHO				
BLUEPRINT STP. EPN., OPAQ'ING	82		7-13	7-14
ENGRAVING				
HAND COLOR PROOF	225	1 1/2		15 July
ARTIST DEPT.	25	8		

DATE BLUEPRINT OK'D

DATE PRD

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

*Make soft colors  
follow instructions carefully*

56

3

130



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KINGSTON, JAMAICA, SOLE DISTRIBUTOR

NO. 8A-H1530

ORDER NO. 14849

DATE 7-5-1938

12 M 500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. *Spec* R. M. YES

TITLE (IN FULL) NATIVE POTTERY, JAMAICA,  
B.W.I.

IMPRINT SAME AS ABOVE

SMALL TYPE IN PLATE: (C)

*In plate*

BOT. OF MESSAGE SPACE IN ONE LINE:  
GREETINGS FROM JAMAICA, B.W.I.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE COLORED PHOTO ATTACHED.

SEE GENERAL INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,292,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all ends or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set

*Make soft colors  
follow pattern carefully*

ESTIMATE  
AND WORK SCHEDULE  
By *10*  
Date *JUL 6 1938*

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUL - 8 1938	JUL - 8 1938
SKETCH				
RETOUCHING	51	2	7-8	7-13
PHOTO-LITHO				
BLUEPRINT STRIKING OPAQUING	52		7-13	7-16
ENGRAVING				
HAND COLOR PROOF	24	10		19 Aug
ARTIST	62	10	9-2	9-16

DATE PLU. TINT OK'D \_\_\_\_\_ DATE P. Red \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_ DATE Photo Returned to Customer \_\_\_\_\_

130



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KINGSTON, JAMAICA, SOLE DISTRIBUTOR

NO. 8A-H1531

ORDER NO. 14849

DATE 7-5-1938

12 M 500 POST CARDS ART COLORTONE FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) BOSTON BEACH, JAMAICA,  
B.W.I.

SMALL TYPE IN PLATE: (C)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 Spec R. M. MES

IMPRINT SAME AS ABOVE

BOT. OF MESSAGE SPACE IN ONE LINE:

GREETINGS FROM JAMAICA, B.W.I.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE COLORED PHOTO ATTACHED.

SEE ~~GENERAL~~ GENERAL INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

Date JUL 6 1938 AND WORK SCHEDULE

By Date

OPERATION	EST. TIME Clocks Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUL-8 1938	JUL-8 1938
SKETCH			
RETOUCHING	2 1/2	7-8	7-14-38
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING		7-15	7-16 41.
ENGRAVING			
HAND COLOR PROOF	2 1/2		19 1/4
ARTIST D.P.	4 1/2	8-31-38	8-1-38

DATE BLUEPRINT OK'D DATE Filed

DATE H. DATE

DATE H. DATE

DATE H. DATE

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Make soft color  
follow patterns carefully

D

130



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KINGSTON, JAMAICA, SOLE DISTRIBUTOR

NO. 8A-H1532

ORDER NO. 14649

DATE 7-5-1938

12 M 500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) COIN DIVER, JAMAICA, B.W.I.

*In sky*

SMALL TYPE IN PLATE: (C)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. *P Spec* R. M. YES

IMPRINT SAME AS ABOVE

BOT. OF MESSAGE SPACE IN ONE LINE:  
GREETINGS FROM JAMAICA, B.W.I.

*# on front*

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE COLORED PHOTO ATTACHED.  
SEE GENERAL INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

## ESTIMATE

### AND WORK SCHEDULE

Cost Dept. Checked *h*

By *h* Date *JUL 5 1938*

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUL - 8 1938	JUL - 8 1938 <i>h</i>
SKETCH				
RETOUCHING	<i>206</i>	<i>1 1/2</i>	<i>7 - 5</i>	<i>7 - 13 5</i>
PHOTO LITHO				
BLUEPRINT STRIKING, OPAQUEING	<i>87</i>		<i>7 - 13</i>	<i>7 - 14 1/2</i>
ENGRAVING				
HAND COLOR PROOF	<i>225</i>	<i>1 1/2</i>		<i>16 July</i>
ARTIST DEPT.	<i>64</i>	<i>8</i>		<i>8/31/38</i>

DATE BLUEPRINT ORD

DATE *h*

By

By

DATE HAND COLOR PROOF ORD

DATE Photo Returned to Customer

## ATTENTION!

Subjects on order for this customer. Please see to it that all positives or negatives are uniform and colors are in harmony with each other to make an attractive set.

*Make soft colors  
follow instructions carefully*

*706  
205  
13*

*130*



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KINGSTON, JAMAICA, SOLE DISTRIBUTOR

NO. 8A-H1533

ORDER NO. 14649

DATE 7-5-1938

12 M 500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) PORT ROYAL, JAMAICA, B.W.I.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. *I spec* R. M. YES

IMPRINT SAME AS ABOVE

SMALL TYPE IN PLATE: (C)

*In sky*

BOT. OF MESSAGE SPACE IN ONE LINE:

GREETINGS FROM JAMAICA, B.W.I.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE COLORED PHOTO ATTACHED.

SEE GENERAL INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

*Follow ACP  
exactly for colors*

ESTIMATE

WORK SCHEDULE

Cost Dept. Checked

By

Date

JUL 5 1938

JUL 6 1938

OPERATION	EST. TIME Click No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP			
SKETCH			
RETOUCHING	7 1	7-6	7-13.50
PHOTO LITHO			
BLUEPRINT STRIPPING, OPAQUING	83	7-13	7-13.45
ENGRAVING			
HAND COLOR PROOF	225 14		14 July
ARTIST DEPT.	214 8		

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE Filed \_\_\_\_\_  
By \_\_\_\_\_ By \_\_\_\_\_

DATE HAND COLOR PROOF \_\_\_\_\_ DATE Photo returned to Customer \_\_\_\_\_



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KINGSTON, JAMAICA, SOLE DISTRIBUTOR

NO. 8A-HL534

ORDER NO. 14649

DATE 7-5-1938

12 M500 POST CARDS

ART. COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) AGAPANTHOS LILIES, JAMAICA,

B.W.I.

SMALL TYPE IN PLATE: (C)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 *Spec* R. M. YES

IMPRINT SAME AS ABOVE

BOT. OF MESSAGE SPACE IN ONE LINE:

GREETINGS FROM JAMAICA, B.W.I.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE COLORED PHOTO ATTACHED.

SEE GENERAL INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,292,776

## ESTIMATE

AND WORK SCHEDULE

Cost Dept. Checked

JUL 6 1938

Date JUL 6 1938

OPERATION	EST. TIME Clock No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING TYPE SET UP			
SKETCH			
RETOUCHING	206 1 1/2	7-6	7-12
PHOTO LITHO			
BLUEPRINT STRIPPING OPAQUE	82	7-13	7-14-38
ENGRAVING			
HAND COLOR PROOF	227 1 1/2		15 July
ARTIST DATA	203 7	8-9	8-12

DATE BLUEPRINT OK'D. DATE PROOF

DATE HAND COLOR PROOF DATE PHOTO RETURNED TO CUSTOMER

By

## ATTENTION!

Subject to the following conditions:  
1. All sets for this customer. Please  
set to it that all the sets  
are uniform and colors are  
in harmony with each other  
to make an attractive set.

*Follow HCP  
exactly for colors*

206  
201  
13



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KINGSTON, JAMAICA, SOLE DISTRIBUTOR

NO. 8A-H1535

ORDER NO. 14649

DATE 7-5-1938

12 M500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) RODNEY'S MEMORIAL, JAMAICA,  
B.W.I.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 spec R. M. YES

IMPRINT SAME AS ABOVE

SMALL TYPE IN PLATE: (C)

BOT. OF MESSAGE SPACE IN ONE LINE:

GREETINGS FROM JAMAICA, B.W.I.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE COLORED PHOTO ATTACHED.

SEE GENERAL INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ESTIMATE

ESTIMATE

Cost Dept. Checked

AND WORK SCHEDULE

Date JUL 6 - 1938

Date JUL 11 - 1938

OPERATION	EST. TIME Clock No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP			
SKETCH			
RETOUCHING	13 3 1/2	7-6	7-11-38
PHOTO-LITHO			
BLUPRINT STRIPPING, OPAQUING	12	7-13	7-14-38
ENGRAVING			
HAND COLOR PROOF	31 12		
ARTIST DET.	63 8	8/31/38	9/2/38

DATE BLUPRINT OK'D

DATE Filed

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Make up color  
follows within copyfield



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NO. 8A-HL536

ORDER NO. 14649

DATE 7-5-1938

12 M 500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. *1 Spec* R. M. YES

TITLE (IN FULL) **ROARING RIVER FALLS?**  
**JAMAICA, B.W.I.**

IMPRINT **SAME AS ABOVE**

SMALL TYPE IN PLATE: (C) *In sky*

**BOT. OF MESSAGE SPACE IN ONE LINE:**  
**GREETINGS FROM JAMAICA,**  
**B.W.I.**

PHOTO PROPERTY OF **CUSTOMER**

COLOR DESCRIPTION

SEE COLORED PHOTO ATTACHED.

SEE GENERAL INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

**YES**

RETURN PHOTO.

**CURT TEICH & COMPANY, INC., CHICAGO**  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,397,375

**ATTENTION!**

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

1118  
1863  
64

Executive Order

By

Date

**ESTIMATE**

**AND WORK SCHEDULE**

By

Date

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP			
SKETCH			
RETOUCHING	51   2	7-6	7-13 S
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	83	7-13	7-13 H
ENGRAVING			
HAND COLOR PROOF	225   1/2		13 July
ARTIST DEPT.	213   4	8-30-38	8-30-38

DATE BLUEPRINT OK'D

DATE PH.D.

By

By

DATE NO. 1 CHECKED

DATE Photo Returned to Customer

*Make soft colors  
follow pattern carefully*

ST  
130



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KINGSTON, JAMAICA, SOLE DISTRIBUTOR

NO. 8A-H1537

ORDER NO. 14649

DATE 7-5-1938

12 M 500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. *2 Spec*

R. M. YES

TITLE (IN FULL) BLUE MOUNTAIN, JAMAICA, B.W.I.

IMPRINT SAME AS ABOVE

SMALL TYPE IN PLATE: (C) *in sky*

BOT. OF MESSAGE SPACE IN ONE LINE:  
GREETINGS FROM JAMAICA, B.W.I.

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SEE COLORED PHOTO ATTACHED.

SEE GENERAL INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF *YES*

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive CK of Estimate

**ESTIMATE**

Cost Dept. *Checked*

By

By

Date

Date

JUL 6 1938

AND WORK SCHEDULE

JUL 6 1938

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP				
SKETCH				
RETOUCHING	9	2		
PHOTO-LITHO				
BLU. PRINT STRIPPING, OPAQUING	2		7-15	7-18
ENGRAVING				
HAND COLOR PROOF	22	15		19 July
ARTIST DEPT	21	9	8-31	10-7-2

DATE ESTIMATE CHECKED

DATE *PHed*

DATE HAND-COLOR PROOF ONE

By

DATE Photo Returned to Customer

**ATTENTION!**

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

*Make soft colors  
follow patterns carefully*

130



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NO. 8A-H1538

ORDER NO 14649

DATE 7-5-1938

12 M 500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) FOG WALK, JAMAICA, B.W.I.

FRONT NO. *I see* R. M. YES

IMPRINT SAME AS ABOVE

BOT. OF MESSAGE SPACE IN ONE LINE:

GREETINGS FROM JAMAICA, B.W.I.

PHOTO PROPERTY OF CUSTOMER

SMALL TYPE IN PLATE: (C)

*In sky*

COLOR DESCRIPTION

SEE COLORED PHOTO ATTACHED.

SEE GENERAL INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,774

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

## ESTIMATE

By

Date

JUL 6 1938

WORK SCHEDULE

By

Date

JUL 6 1938

OPERATION	EST. TIME	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING TYPE SET UP			
SKETCH			
RETOUCHING	204	7-6	7-13-38
PHOTO-ETCH			
BLUEPRINT STRIPPING, OPAQUING	80	7-15	7-15-38
ENGRAVING			
HAND COLOR PROOF	225	11-4	19 July
ARTIST DEPT.	28	8	

DATE BLUEPRINT OK'D

DATE PHED

DATE HAND COLOR PROOF OK'D

DATE Photo Returned - Customer

## MAKEOVER

Charge to \_\_\_\_\_ Dept. \_\_\_\_\_

Makeover Time Required \_\_\_\_\_

RETOUCHING	1/2	in Cost Dept.
PHOTO-ETCH	1	
ENGRAVING	1 1/2	
ARTIST DEPT.		

ST  
130



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NO. 8A-H1539

ORDER NO. 14649

DATE 7-5-1938

12 M 500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) HOTEL CASA BLANCA, MONTEGO  
BAY, JAMAICA, B.W.I.

SMALL TYPE IN PLATE: (C)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. *Spec* R. M. YES

IMPRINT SAME AS ABOVE

BOT. OF MESSAGE SPACE IN ONE LINE:  
GR ETTINGS FROM JAMAICA, B.W.I.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE COLORED PHOTO ATTACHED.  
SEE GENERAL INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,779

ATTENTION!

Subjects of  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*Make proof colors  
follow instructions*

ESTIMATE

ESTIMATE

Cos. *Spec*

By *Spec*  
Date JUL 6 1938

By *Spec*  
Date JUL 6 1938

OPERATION	EST. TIME	DATE	DATE
	No. Time Allowed	ENTERED DEPT.	COMPLETED
COMPOSING, TYPE SET UP			
SKETCH			
RETOUCHING	52 3/4	7-6	7-17-38
PHOTO-LITHO			
BLUE-PRINT STEPPING, OPAQUING	82	7-16	7-15-38
ENGRAVING			
HAND COLOR PROOF	31 1/2		
ARTIST EDIT.	#24 9	9-1-38	9-2-38

DATE BLUE-PRINT OK'D.

DATE Filed

DATE HAND COLOR PROOF OK'D.

By *Spec*

DATE Photo returned to Customer



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NO. 8A-H1540

ORDER NO. 14649

DATE 7-5-1938

12<sup>M</sup> 500 POST CARDS  
(ALL OF THIS ON THE PICTURE SIDE)

ART COLORTONE

FULL PAGE

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. *A free* R. M. YES

TITLE (IN FULL) RIO COBRE DAM, JAMAICA,  
B.W.I. *In ship*

IMPRINT SAME AS ABOVE

BOTTLE MESSAGE SPACE IN ONE LINE:

GREETINGS FROM JAMAICA, B.W.I.

SMALL TYPE IN PLATE: (C)

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SEE COLORED PHOTO ATTACHED.  
SEE GENERAL INSTRUCTIONS ATTACHED.

SUBMIT RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive Order

By

Date

JUL 6 1938

# ESTIMATE AND WORK SCHEDULE

By

Date

Curt Teich Checked

JUL 5 1938

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP				
SKETCH				
RETOUCHING	13	2	7-6	7-10-38
PHOTO-LITHO				
BLUEPRINT STAMPING, OPAQUING	82		7-13	7-14-38
ENCRAVING				
HAND COLOR PROOF	225	16		16 July
ARTIST DEPT.	212	9	Aug 9	Aug 10

DATE BLUEPRINT ORD.

By

DATE HAND COLOR PROOF

DATE

By

DATE

## ATTENTION!

order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*I follow HCP  
exactly for colors*



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KINGSTON, JAMAICA, SOLE DISTRIBUTOR

NO 8A-H1541

ORDER NO. 14649

DATE 7-5-1938

12 M

500 POST CARDS

ART COLOORTONE

FULL PAGE

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER

FRONT NO.

R. M. YES

TITLE (IN FULL) DOCTOR'S CAVE, MONTEGO BAY,  
JAMAICA, B.W.I.

IMPRINT

SAME AS ABOVE

SMALL TYPE IN PLATE: (C)

BOT. OF MESSAGE SPACE IN ONE LINE:  
GREETINGS FROM JAMAICA, B.W.I.

PHOTO PROPERTY OF

CUSTOMER

COLOR DESCRIPTION

SEE COLORED PHOTO ATTACHED.

SEE GENERAL INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive Order of Estimate

By

Date

JUL 6

1938

ESTIMATE

AND WORK SCHEDULE

Cost Dept. Checked

By

Date

JUL 8 1938

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING TYPE SET UP				
SKETCH				
RETOUCHING	205	2	7-6	7-11
PHOTO LITHO				
BLUE-PRINT STRAIGHTENING & OPAQUING	83		7-13	7-14
ENGRAVING				
HAND COLOR PROOF	225	1 1/2		15 July
ARTIST LEFT.	115	8	8-30	8-31

DATE OLD PRINT OK'D

DATE Paid

DATE HAND COLOR PROOF OK'D

By

DATE Photo Returned to Customer

By

ATTENTION!

Subjects on  
order for this set. Please  
see to it that all  
negatives are uniform  
in harmony with each other  
to make an attractive set.

Make soft color  
follow instructions carefully

206  
706  
B

130



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KINGSTON, JAMAICA, SOLE DISTRIBUTOR

NO. 8A-H1542

ORDER NO. 14649

DATE 7-5-1938

12 M 500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT ~~Not~~ *Spec* R. M. YES

TITLE (IN FULL) HOPE GARDENS, JAMAICA, B.W.I. IMPRINT SAME AS ABOVE

SMALL TYPE IN PLATE: (C) *2 plate*

BOT. OF MESSAGE SPACE IN ONE LINE:  
GREETINGS FROM JAMAICA, B.W.I.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE COLORED PHOTO ATTACHED.

SEE GENERAL INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*Make soft colors  
follow instructions carefully*

Estimate OK at estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

JUL 6 1938

AND WORK SCHEDULE

1938

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP				
SKETCH				
RETOUCHING	9	2 1/2		
PHOTO LITHO				
BLANKET STAMPING			7-15	7-18 145.
ENGRAVING				
HAND COLOR PROOF	225	1 1/4		19 July
ARTIST REPLY	25	8		

DATE MADE AND

DATE Filed

DATE MADE AND

DATE Photo Returned to Customer

55  
130



NO.8A-H1543

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JAMAICA, SOLE DISTRIBUTOR

ORDER NO. 14649

DATE 7-5-1938

12 M 500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) MYRTLE BANK HOTEL, JAMAICA,  
B.W.I.

SMALL TYPE IN PLATE: (C)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 2 Spec R. M. ~~ME~~ YES

IMPRINT SAME AS ABOVE

BOX OF MESSAGE SPACE IN ONE LINE:  
GREETINGS FROM JAMAICA, B.W.I.

PHOTO PROPERTY OF CUSOTMER.

COLOR DESCRIPTION

SEE COLORED PHOTO ATTACHED.  
SEE GENERAL INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO B. L. &amp; W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,775

ESTIMATE

JUL 6 1938

WORK SCHEDULE

By

Date

Curt Teich &amp; Co.

JUL 3 1938

OPERATION	EST. TIME Clock No. Time Hours	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING TYPE SET UP			
SKETCH			
RETOUCHING	7 3	7-6	7-11
PHOTO LITHO	8 2	7-12	7-12
BLUEPRINT STRIPPING, OPAQUING			
ENGRAVING			
HAND COLOR PROOF	21 13	7-15	7-16
ARTIST DEPT.	62 8 1/2	8-31	9-1

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE Filed \_\_\_\_\_

By \_\_\_\_\_

By \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

## ATTENTION!

Subjects on order for this set. Please see to it that all negatives are uniform and colors are in harmony with each other to make an attractive set.

Make soft colors  
follow outline carefully

130



COPYRIGHT PHOTO BY DUNCAN KEITH CORINALDI,  
KINGSTON, JAMAICA, SOLE DISTRIBUTOR

NO. 8A-H1544

ORDER NO. 14 649

DATE 7-5-1938

12 M500 POST CARDS

ART COLORTONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) KING STREET, KINGSTON,  
JAMAICA, B.W.I.

SMALL TYPE IN PLATE: (C)

*In day*

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. *E. Spencer* R. M. YES

IMPRINT SAME AS ABOVE

BOT. OF MESSAGE SPACE IN ON E LINE:  
GREETINGS FROM JAMAICA, B.W.I.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

~~SEE COLORED PHOTO ATTACHED.~~  
SEE GENERAL INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all prints or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

*1294*  
*Make soft colors*  
*follow pattern carefully*

*Ret 4*

# ESTIMATE

Cost Dept. Checked

By *[Signature]*  
Date JUL 6 1938

By *[Signature]*  
Date JUL 5 1938

DESCRIPTION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clocks	Time Allowed		
COMPOSING TYPE SET				
RETOUCHING	12	5	7-6	7-13
PHOTO LITHO				
BLANKET STRIKING, OPAQUING	8		7-13	7-13
ENGRAVING				
HAND COLOR PROOF		13		
ARTIST ETC.	27	9		

DATE BILL SENT OK'D

DATE PAID

By

By

DATE HAND COLOR PROOF OK'D

DATE TYPE SET OK'D

12

X

139



COPYRIGHT PHOTO BY DUNCAN KEITH CORINALDI,  
KINGSTON, JAMAICA, SOLE DISTRIBUTOR

NO 84-H1545

ORDER NO. 14649

DATE 7-5-1938

12 M500 POST CARDS

ART COLOR TONE

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) TOM CRINGLE'S COTTON TREE,  
JAMAICA, B.W.I.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 4 Jec R. M. YES

IMPRINT SAME AS ABOVE

SMALL TYPE IN PLATE: (C) In sky

BOT. OF MESSAGE SPACE? IN ONE LINE:

GREETINGS FROM JAMAICA, B.W.I.

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SEE COLORED PHOTO ATTACHED.

SEE GENERAL INSTRUCTIONS ATTACHED.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive CK of Estimate

By

Date

JUL 6 1938

## ESTIMATE

### AND WORK SCHEDULE

By

Date

Cost Dept. Clerk

JUL 6 1938

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING TYPE SET UP				
SKETCH				
RETOUCHING	54	1 1/2	7-6	7-13 SP
PHOTO LITHO				
BLUEPRINT STIPPING OPAQUING	73		7-12	7-13 HT
ENGRAVING				
HAND COLOR PROOF	225	1 1/4		14 July
ARTIST DEPT.	43	8	8/31/	8/6

DATE BLUEPRINT OK'D

DATE PREP

By

DATE Photo Returned to Customer

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all subjects or negatives  
are uniform and colors are  
in harmony with each other  
to make an attractive set.

Make soft colors  
follow instructions carefully



CURT TEICH & COMPANY, Inc. 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H1546 ORDER NO. 14319 DATE July 5, 1938

CUSTOMER MANUELS INC.  
112 W. MARKET ST.  
GREENSBORO, N. C.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE 3½ x 5½

STYLE ART COLOR D NE WHITE BOB

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full MANUEL'S CAFE & RESTAURANT, 112 W.  
MARKET ST., GREENSBORO, N. C.

BOT - "WE SERVE THE VERY BEST."

FRONT NO. 5  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer (C. T. Imprint) No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

original Photos by L

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

JUL 22 1938

N. 6 2  
L. A. 11

X  
153



ASHEVILLE POST CARD CO.,  
ASHEVILLE, N. C.

NO. 8A-H1547

ORDER NO. 14347

DATE 7-6-1938

12½ M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) (IN SKY)

SENIOR HIGH SCHOOL, DURHAM, N.C.

PRIVATE NO. BEFORE TITLE: D-17

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

19

R. M. NO

IMPRINT

SAME AS ABOVE

PHOTO PROPERTY OF

CT

COLOR DESCRIPTION Slightly vari. red brick bldg., white trim. white door & window casing. Cement below windows & around doors. Cement trim above & on side of windows wherever indicated in picture. Cement base. Make steps, railing, etc. in front of center of bldg. nice cement color. Roof slightly varig. dark brown, tan, gray & greenish gray slate. tower red brick - white - copper dome. Awnings cream & green striped. Window shades cream. Flagpole silver. Lamp poles green. Small white flowers on small bushes, in front of center bldg. Other bushes evergreen. Make nice light green lawn. Put more leaves on trees and take out wood which holds them. Take out pole in center foreground, wires & paper on street. Put flat on pole.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HAND COL. PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ESTIMATE  
AND WORK SCHEDULE  
By                      Date JUL 8 1938

OPERATION	EST. TIME		DATE ENTIRED DEPT.	DATE COMPLETED
	Click No.	Time Allow.		
COMPOSING, TYPE SET UP			JUL - 8 1938	JUL - 8 1938
SKETCH				
RETOUCHING		3		
PHOTO LITHO				
BLUEPRINT STRIPPING, OPAQUING	13		7-13	7-13 1938
ENGRAVING				
HAND COLOR PROOF	21	10		
ARTIST DEPT.	38-49	8	7-30	8-2

DATE BLUEPRINT OK'D                      DATE 7-13

DATE HAND COLOR PROOF OK'D                      DATE 7-13





ASHEVILLE POST CARD CO.,  
ASHEVILLE, N. C.

NO. 8A-H1548

ORDER NO. 14347

DATE 7-6-1938

12 1/2 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) (IN SKY)

XX THE HOSPITAL, DUKE UNIVERSITY,  
DURHAM, N. C.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 19 R. M. NO

IMPRINT SAME AS ABOVE

PRIVATE NO. BEFORE TITLE: D-18

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

For color of bldg. see # 4A326, but make roof varieg. slate & creamish green. Dark green ivy against bldg. - same gets a shade lighter towards tips. Few small red rose bushes in right foreground as indicated by arrow. Make nice light green lawn and varieg. green shrubs and trees. Nice cloud effect.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,774

Executive OK of Estimate

By

ESTIMATE

Cost Dept. OK

Date

JUL 8 1938

AND WORK SCHEDULE

By

Date

JUL 8 1938

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUL 8 1938	JUL 8 1938
SKETCH				
RETOUCHING		3	7-8	7-12 80
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	92		7-13	7 13 1938
ENGRAVING				
HAND COLOR PROOF	225	1/2		14 July
ARTIST DEPT.	62	8 1/2	7-28	7-29 1938

DATE BLUEPRINT OK'D

By

DATE

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

X

5-  
131



ASHEVILLE POST CARD CO.,  
ASHEVILLE, N. C.

NO. 8A-H1549

ORDER NO. 14348

DATE 7-6-1938

12<sup>1</sup>/<sub>2</sub> M ART COLORTONE POST CARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) **WORLD WAR MEMORIAL,  
COLUMBIA, S. C.**

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. **19** R. M. **NO**

IMPRINT **SAME AS ABOVE**

PRIVATE NO. BEFORE TITLE: **C-83**

PHOTO PROPERTY OF **CUSTOMER**

COLOR DESCRIPTION

**SANDSTONE BUILDING. LIGHT AT ENTRANCE BRASS. GREEN FLAG POLE. SHRUBS  
AGAINST BUILDING VARIG. GREEN.. LEAVE FLAG AS IS**

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

**CURT TEICH & COMPANY, INC., CHICAGO**  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,999

Executive OK of Estimate

By

Date

**ESTIMATE**

**AND WORK SCHEDULE**

Cost Estimate Checked

By

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			JUL 12 1938	JUL 12 1938
SKETCH				
RETOUCHING		3		
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING }	12		7-15	7-15 1938
ENGRAVING				
HAND COLOR PROOF	228			7-18
ARTIST COST.	64			8-2

DATE BLUEPRINT OR'D

DATE Filed

DATE HAND COLOR PROOF OR'D

By

DATE Photo Returned to Customer



ASHEVILLE POST CARD CO.,  
ASHEVILLE, N. C.

NO. 8A-H1550

ORDER NO. 14348

DATE 7-6-1938

12<sup>1</sup>/<sub>4</sub> ART COLORTONE POSTCARDS, WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE UPPER LOWER. CENTER - BORDER.

TITLE (IN FULL) WESTERN NORTH CAROLINA

SANATORIUM, NEAR BLACK MOUNTAIN, N. C.

PRIVATE NO. BEFORE TITLE: N-38

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 19 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CT

COLOR DESCRIPTION Slightly varieg. red brick bldg. cement trim. White trim below bottom row of windows. White window casing. Triangle design center of left bldg. cream stucco with gray cross. Triangle design in center of center bldg. white stucco. Center of center building and pillars white. Slate roof all over. Red brick chimneys. Take out construction work and small huts in front of bldg. at right. Add more leaves to oak tree in top right corner. Make nice light green foreground with darker green shrubs. CUT DOWN AS MARKED.

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

ESTIMATE  
By [Signature] Date JUL 11 1938  
By [Signature] Date JUL 11 1938  
ESTIMATE  
By [Signature] Date JUL 11 1938  
By [Signature] Date JUL 11 1938

OPERATION	EST. TIME	DATE	DATE
	Click No.   Time Allowed	ENTERED DEPT.	COMPLETED
COMPOSING TYPE SET UP		JUL 11 1938	JUL 11 1938
SKETCH			
RETOUCHING	5 3	7-11	7-16 SP
PHOTO-ETCHING			
BLUEPRINTING	88	7-18-38	7-18 45
STRIPPING, OPAQUING			
ENGRAVING			
HAND COLOR PROOF	225 15		19 July
ARTIST DEPT.	25 8		

DATE BLUEPRINT OK'D. By DATE FILED By

DATE HAND COLOR PROOF OK'D. By DATE PHOTO RETURNED TO CUSTOMER By



ASHEVILLE POST CARD CO.,  
ASHEVILLE, N. C.

NO. 8A-H1551

ORDER NO. 14349

DATE 7-6-1938

25 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) (IN SKY)

THE CHIMNEY TOPS IN THE GREAT SMOKY  
3X MOUNTAINS NATIONAL PARK

PRIVATE NO. BEFORE TITLE: N-40

Small type: Copyright (to come) *in plate*

COLOR DESCRIPTION

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 19 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CU TOMER

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,773

Estimate of Estimate

By

Date

ESTIMATE

AND WORK SCHEDULE

By

Date

Cost Dept. Control

July 1938

OPERATION	EST. TIME	DATE	DATE
	Clock No. Time Allowed	ENTERED DEPT.	COMPLETED.
COMPOSING, TYPE SET UP		JUL 3 1938	JUL 3 1938
SKETCH			
RETOUCHING	55 3	7-8	7-10 89
PHOTO-LITHO			
BLUFRINT STIPPING, OPAQUING	12	7-12	7-15 1938
ENGRAVING			
HAND COLOR PROOF	225 11		18 July
ARTIST DEPT.	29 8	7-29-38	7-30 1938 F.W.

DATE BLUFRINT OK'D

DATE F.W.

DATE HAND COLOR PROOF OK'D

DATE F.W.



ASHEVILLE POST CARD CO.,  
ASHEVILLE, N. C.  
Photo Courtesy U.S. Dept. of the Interior

NO. 8A-H1552

ORDER NO. 14349

DATE 7-6-1938

25 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) (IN SKY)

YELLOW CREEK KNOB AND CALDERWOOD LAKE,  
GREAT SMOKY MOUNTAINS NATIONAL PARK  
PRIVATE NO. B FORE TITLE: N-41

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 19 R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

yes

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Executive OK of Estimate

ESTIMATE

Customer Checked

By

By

Date

July 8 1938

Date

AND WORK SCHEDULE

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			7-8	7-13
ETCH				
RETOUCHING	8	1	7-8	7-13
PHOTO-LITHO				
BLU-PRINT STAMPING, OPAQUING	8/8		7-13	
ENGRAVING				
HAND COLOR PROOF	225	15		18 July
ART ST DEPT.	44		7/29/38	8/1/38

DATE BLUEPRINT OK'D

DATE Filed

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H1553 ORDER NO. 14666 DATE 7-5-1938

CUSTOMER KENTS RESTAURANT & BAKING CO.  
ATLANTIC CITY, NEW JERSEY

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS SIZE

3 1/2 x 5 1/2

STYLE PHOTO COLORIT WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full ONE OF THE KENTS RESTAURANTS IN  
ATLANTIC CITY

BOT-2124-28 ATLANTIC AVE. — OPPOSITE UNION  
STATION

FRONT NO. 5

R. M. Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No

Special type as sample

IMPRINT: Customer

C. T. Imprint

No Imprint

PHOTO RET TO. CUST 12-6-45

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

SEE INSTRUCTIONS ATTACHED.

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

MAKEOVER

Charge to Ret Dept.

2,500—1.2-38

MAKEOVER Time Required

2

1

AUG 15 1938

HC 1 1/2

70

MAKEOVER

Charge to Ret Dept.

MAKEOVER Time Required

2

RETOUCHING

ENGRAVING

PHOTO LITHO

COMPOSING

LITHO ART

2

1

1/2

1/2

1/2

1/2

PHOTO RETURNED

TO

PHOTO USED FOR

\$24

Ret 9  
HC 1 1/2  
Lat 9

28



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. BA-H1554 ORDER NO. 14676 DATE 8-5-1938

CUSTOMER AQUARIUM RESTAURANT,  
TROY, NEW YORK

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M PC

SIZE

3½ x 5½

STYLE

PHOTO COLORIT, WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center, Border — Follow Layout

Title in Plate Yes No Copyright in Plate Yes No

Title in full THE AQUARIUM RESTAURANT - GRILL  
33-35 - 4TH STREET, TROY, N. Y.

FRONT NO. 5

(All of this on address side)

R. M.

Yes No

R. M. to cover part of Mess. Space, entire Mess. Space, entire Front

Trade Mark Yes No Special type as sample

IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit — Sketch — Layout — Retouched Photo — Wash Drawing

Follow Layout

SEE INSTRUCTIONS ATTACHED.

Negative — Line — Halftone — Combination.

Dry — Wet — Pancromatic — Color Separation.

Transfer — Paper Process — New Process.

Stripping — White Border — Full Face.

Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE INSTRUCTIONS ATTACHED.

PHOTO PROPERTY OF C. T. & CO. — CUSTOMER

RETURN PHOTO YES NO

PHOTO RETURNED

TO

PHOTO USED FOR

many more

1 Rep photo.  
Ret. 9/12  
2/c. 1/24  
Lat 1 11

the photo

HM

3850

174



CAPITOL NEWS CO., NASHVILLE, TENN.

NO. 8A-H1555

ORDER NO. 14699

DATE 7-7-1938

12 M500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. NO

TITLE (IN FULL) A SECTION OF THE HALLWAY OF  
THE HERMITAGE

IMPRINT SAME AS ABOVE

BOT-GENERAL ANDREW JACKSON'S HOME,  
NEAR NASHVILLE, TENN.

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE PHOTO NO. 11399-C. FOLLOW THE CARD FOR COLORS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK

By *[Signature]*  
Date JUL 11 1938

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By *[Signature]*  
Date JUL 11 1938

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Cl ck No.	Time Allowed		
COMPOSING, TYPE SET UP			JUL 11 1938	JUL 11 1938
SKETCH				
RETOUCHING	7	5	7-11	7-16 SE
PHOTO LITHO				
BLUEPRINT STRIPPING, OPAQUING	83		7-15	7-18 MT
ENGRAVING				
HAND COLOR PROOF	228			7-18
ARTIST DEPT.		9		

DATE BLUEPRINT OK'D

DATE *MA*ed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

CR  
133



CAPITOL NEWS CO., NASHVILLE, TENN.

NO. 8A-H1556

ORDER NO. 14699

DATE 7-7-1938

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. NO

TITLE (IN FULL) THE KITCHEN AT THE HERMITAGE

IMPRINT SAME AS ABOVE

BOT-GENERAL ANDREW JACKSON'S HOME, NEAR  
NASHVILLE, TENN.

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE PHOTO NO. 11397-C. FOLLOW THE CARD FOR COLORS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS (U) PAT. NO. 1,797,775

Executive OK Estimate

By

ESTIMATE

Cost Dept. Checked

Date

JUL 12 1938

AND WORK SCHEDULE

By

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUL 12 1938	JUL 12 1938
SKETCH				
RETOUCHING	205	3		
PHOTO LITHO				
BLUEPRINT STRIPPING, OPAQUING	82		7-15	7-15
ENGRAVING				
HAND COLOR PROOF	228	1/4		7-19
ARTIST E. PT.	202	8	8-1	8-2

DATE BLUEPRINT OK'D

DATE Filed

By

DATE HAND COLOR PROOF OK'D

By

DATE Photo Returned to Customer

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

7  
3

134



CAPITOL NEWS CO., NASHVILLE, TENN.

NO. 8A-H1557

ORDER NO. 14699

DATE 7-7-1938

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) THE STAGE COACH OF  
GENERAL ANDREW JACKSON  
BOT-AT THE HERMITAGE, NEAR NASHVILLE,  
TENN.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE PHOTO NO. 11396-C. FOLLOW THE CARD FOR COLORS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive OK *[Signature]* Estimate

By

Date

JUL 11 1938

## ESTIMATE AND WORK SCHEDULE

By

Date

Cost Dept. Checked *[Signature]*

JUL 11 1938

OPERATION	EST. TIME Clock No.   Tape A   Hours	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUL 11 1938	JUL 11 1938
SKETCH			
RETOUCHING	9 2	7-14	148
PHOTO-LITHO			
BLEUPRINT STRIPPING, OPAQUING }	82	7-14	7-15 14.1
ENGRAVING			
HAND COLOR PROOF	228 11/4		7-19
ARTIST DEPT.	228 8		8-3

DATE BLUEPRINT OK'D

By

DATE Filed

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

133



CAPITOL NEWS CO., NASHVILLE, TENN.

NO. 8A-H1558

ORDER NO. 14699

DATE 7-7-1938

12M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) THE HALLWAY AT THE HERMITAGE

ECT-GENERAL ANDREW JACKSON'S HOME, NEAR  
NASHVILLE, TENN.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE PHOTO NO. 11391-C. FOLLOW THE CARD FOR COLORS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,799,779

Executive Estimate

By

Date

ESTIMATE

AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION

EST. TIME

Clock No. Time Allowed

DATE  
ENTERED DEPT.

DATE  
COMPLETED

COMPOSING, TYPE SET UP

JUL 11 1938

JUL 11 1938

SKETCH

RETOUCHING

3

5

7-11

7-18 SE

PHOTO-LITHO

BLUEPRINT  
STRIKING, OPAQUING

82

7-19

7-19 AT

ENGRAVING

HAND COLOR PROOF

1/2

ARTIST UNIT

3/0

9

8-1

8-1

DATE BLUEPRINT OK'D

DATE PHED

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.



CAPITOL NEWS CO., NASHVILLE, TENN.

NO. 8A-H1559

ORDER NO. 14699

DATE 7-7-1938

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I

R. M. NO

TITLE (IN FULL) LIBRARY OF GEN. L. ANDREW JACKSON

IMPRINT SAME AS ABOVE

BOT-AT THE HERMITAGE, NEAR NASHVILLE,  
TENN.

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE PHOTO NO. 16136-C. FOLLOW THE CARD FOR COLORS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

Executive Estimate

ESTIMATE

By

JUL 12 1938

AND WORK SCHEDULE

By

JUL 12 1938

Date

Date

OPERATION	EST. TIME Clock No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUL 12 1938	JUL 12 1938
SKETCH		0	
RETOUCHING	51 3		
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	82	7-15	7-15 H.S.
ENLAVING			
HAND COLOR PROOF	225 18		18 July
ARTIST DEPT.	246 9	8-1	8-1

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE Filed \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_ By \_\_\_\_\_

D-T Photo Returned to Customer \_\_\_\_\_

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

51

ST  
134



CAPITOL NEWS CO., NASHVILLE, TENN.

NO. 8A-H1560

ORDER NO. 14699

DATE 7-7-1938

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1

R. M. NO

TITLE (IN FULL) GENERAL JACKSON'S DINING ROOM  
AT THE HERMITAGE

IMPRINT SAME AS ABOVE

BOT-GENERAL ANDREW JACKSON'S HOME,  
NEAR NASHVILLE, TENN.

PHOTO PROPERTY OF

C.T.

COLOR DESCRIPTION

USE PHOTO NO. 48520-C. FOLLOW THE CARD FOR COLORS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF **YES**

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS ® PAT. NO. 1,797,775

# ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Estimate OK

## ESTIMATE

Cost Dept. Checked

By

By

Date

Date

## AND WORK SCHEDULE

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUL 11 1938	JUL 11 1938
SKETCH				
RETOUCHING	3	4	7-11	7-13
PHOTO-LITHO				
PRINTING, OPAQUING	89		7-13	7-13
ENCLOSING				
HAND COLOR PROOF	216	1 1/2	7-15	7-15
ARTIST DEPT.	213	9	7-28	7-29

DATE BLUEPRINT OK'D

DATE FILED

By

By

DATE HAND COLOR PROOF OK

DATE Photo Returned to Customer



CAPITOL NEWS CO., NASHVILLE, TENN.

NO. 8A-H1561

ORDER NO. 14699

DATE 7-7-1938

12 M 500 POST CARDS

ART COLORTONE

WHITE BORDER

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) BEDROOM OF GENERAL ANDREW JACKSON

BOT-AT THE HERMITAGE, NEAR NASHVILLE, TENN.

FRONT NO. I R. M. NO

IMPRINT SAME AS ABOVE

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE PHOTO NO. 48519-C. FOLLOW THE CARD FOR COLORS.

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive Order

## ESTIMATE

CASE NO. 11111

By JUL 12 1938 AND WORK SCHEDULE

By JUL 12 1938

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			JUL 12 1938	JUL 12 1938
SKETCH				
RETOUCHING	206	5		
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	82		7-14	7-15 1938
ENGRAVING				
HAND COLOR PROOF	228	1 1/2		18 July
ARTIST DEPT.	257	9	8-1	8-2

DATE BLUEPRINT OK'D. DATE Filed

By By

DATE HAND COLOR PROOF OK'D. DATE Photo Returned to Customer

706  
5

134



NO. 8A-M1562

CAPITOL NEWS CO., NASHVILLE, TENN.

ORDER NO. 14699

DATE 7-7-1938

12<sup>M</sup>

500 POST CARDS

ART COLOR TONE

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. NO

TITLE (IN FULL) DOUBLE PARLORS AT THE  
HERMITAGE

IMPRINT SAME AS ABOVE

BOT-GENERAL ANDREW JACKSON'S HOME, NEAR  
NASHVILLE, TENN.

PHOTO PROPERTY OF C.T.

COLOR DESCRIPTION

USE PHOTO NO. 48518-C. FOLLOW THE CARD FOR COLORS.

SUBMIT: RET. PHOTO B. L. &amp; W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,775

## ATTENTION!

Subjects on order for this customer. Please see to it that all prints or negatives are uniform and colors are in harmony with each other to make an attractive set.

## ESTIMATE

## AND WORK SCHEDULE

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUL 11 1938	JUL 11 1938
SKETCH			
RETOUCHING	5	7-11	7-15-38
PHOTO-LITHO			
BLEUPRINT STRIPPING, OPAQUING	59	7-16-	7-18-38
ENGRAVING			
HAND COLORING	626 1/2	7-	7-19
ARTIST DEPT.	211 9	7-28	8-1

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE Filed \_\_\_\_\_

By \_\_\_\_\_ By \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_ DATE Photo Returned to Customer \_\_\_\_\_

ST  
133



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL. **ADV. ORDER**

DIAL No. 8A-H1563 ORDER NO. 14374 DATE 8-10-1938

CUSTOMER JAMES PAPPAS,  
CHICAGO, ILL.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 M POST CARDS <sup>Drugs</sup> SIZE

3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full VINE GARDENS - 616 W. NORTH AVE.  
CHICAGO DIVERSEY 5106 - "JIMMY" PAPPAS  
PROPRIETOR & OWNER

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer, C. T. Imprint No Imprint  
PLATE NO. ON FRONT

RETOUCHING DEPARTMENT  
Submit — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. Screen 133  
Transfer — Paper Process — New Process. Screen 150  
Stripping — White Border — Full Face. Screen 175  
Blue Print Handcolor Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

SEE SKETCH ATTACHED.

See instructions on photos.

Photo ret 5/19/43  
(M)

AUG 12 1938



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H1564 ORDER NO. 14376 DATE JULY 7, 1938

CUSTOMER GERNHARDT & STROHMAIER CO.  
SAN FRANCISCO, CALIFORNIA

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

25 BUSINESS CARDS SIZE  $3\frac{1}{2} \times 2\frac{1}{4}$

STYLE ART COLOR TONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full GERNHARDT AND STROHMAIER CO:  
18TH AND MISSION STS.  
SAN FRANCISCO, CALIF.  
TELEPHONE  
MISSION 0236

FRONT NO. NONE (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
(Submit) — Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination. 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COPY TO BE PUT IN SKY. IMPRINT SAME IN  
BLACK TYPE.

SEE CLIPPING ATTACHED FOR  
SUNBURST EFFECT.

COLOR DESCRIPTION

PHOTO RETURNED

TO

PHOTO USED FOR

CUSTOMER

PHOTO PROPERTY OF C. T. & CO.

NO

YES

RETURN PHOTO

*Beards for Blotter  
print - new story*

*Print 1 1/2  
AC  
Print 6 1/2*

*# 2 x*

*Q*

*X*



C.T.ACO.

NO. 8A-H1565

ORDER NO.

DATE 7-11-1938

6 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

FOR OUR BLOOD PRESSURE THIS IS NONE TOO  
GOOD

PERHAPS WE UNDERTOOK MORE THAN WE SHOULD

PRIVATE NO. UPPER RIGHT CORNER: C-1151

SMALL TYPE: (C) C.T.ACO.

COLOR DESCRIPTION

XXXXXXXXXX

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I

R. M. NO

IMPRINT

C.T. FISHING COMICS (10 SUBJECTS)  
FISHY

PHOTO PROPERTY OF CT

Large

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLCEE MULTI-PLY FORMS © PAT. NO. 1,297,775

ESTIMATE  
By GH Cost Dept. Checked L  
Date JUL 13 1938 AND WORK SCHEDULE Date       

DESCRIPTION	EST. TIME (Clock No.   Time Allowed)	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUL 12 1938	JUL 12 1938
SKETCHING	1/4		
REPRODUCTION			
PHOTO-LITHO	12/59	7-21	7-22
BLUEPRINT STRIPPING, OPAQUING			
ENGRAVING			
HAND COLOR PROOF	1/2		
ARTIST DEPT.	2 1/2	Aug 3	Aug 4

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE Filed \_\_\_\_\_  
By \_\_\_\_\_ By \_\_\_\_\_  
DATE HAND COLOR PROOF OK'D \_\_\_\_\_ DATE Photo Returned to Customer \_\_\_\_\_  
By \_\_\_\_\_ By \_\_\_\_\_

147



C.T.&amp;CO.

NO. 8A-H1566

ORDER NO.

DATE 7-11-1938

6 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) THE DADDY OF THEM ALL AND I  
THOUGHT HE WAS MINE

BUT HE WRAPPED ME UP IN MY OWN FISH LINE

PRIVATE NO. UPPER RIGHT CORNER: C-1152

SMALL TYPE: (C) C.T.&amp;CO.

COLOR DESCRIPTION

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT C.T. FISHING COMICS (10 SUBJECTS)

PHOTO PROPERTY OF CT

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,759,775

Executing Order of Estimate

By 224  
Date JUL 15 1938**ESTIMATE**  
AND WORK SCHEDULE

Cost Dept. Checked

By                       
Date JUL 15 1938

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUL 19 1938	JUL 19 1938
SKETCH		$\frac{1}{4}$		
RETOUCHING				
PHOTO LITHO				
BLUEPRINT STRIPPING, OPAQUING	82/89		7-21	7-22 45
ENGRAVING				
HAND COLOR PROOF	228	$\frac{1}{2}$		20 July
ARTIST DEPT.	41	9	8-1-38	8-2-38

DATE BLUEPRINT OK'D \_\_\_\_\_

By \_\_\_\_\_

DATE PMed \_\_\_\_\_

By \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

By \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

47  
147



C.T.&CO.

NO. 8A-H1567

ORDER NO.

DATE 7-11-1938

6 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

WE POINT WITH PRIDE, DON'T LIKE TO GLOAT  
BUT THIS ONE NEARLY SWAMPED THE BOAT

PRIVATE NO. UPPER RIGHT CORNER: C-1153

SMALL TYPE: (C) C.T.&CO.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT C.T. FISHY COMICS (10 SUBJECTS)

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

By

Date

ESTIMATE

AND WORK SCHEDULE

By

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUL 12 1938	JUL 12 1938
SKETCH		1/4		
RETOUCHING				
PHOTO LITHO				
BLUEPRINT STRIPPING, OPAQUING	8/16		7-22	7-25 H.F.
ENGRAVING				
HAND COLOR PROOF	225	1/2		26 July
ARTIST DEPT.	43	9	7/30/38	8/2/38

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

No.

147



C. T. & CO.

NO. 8A-H1568

ORDER NO.

7-11-1938

DATE

6 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

IT'S KIND OF EMBARRASSING FOR MOM AND ~~POPPER~~  
WHEN ~~POPPER~~ LANDS / A GREAT BIG WHOPPER.

PRIVATE NO. UPPER RIGHT CORNER: C-1154

SMALL TYPE: (C) C.T.&CO.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO.

I

R. M.

NO

IMPRINT

C.T. FISHING COMICS (10 SUBJECTS)  
FISHY

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

Large

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

By Estimate

Date

JUL 15 1938

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By

Date

JUL 15 1938

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING TYPE SET UP			JUL 19 1938	JUL 19 1938
SKETCH		1/4		
RE TOUCHING				
PHOTO-LITHO				
BLEUPRINT STRIPPING, OPAQUING	82		1 - 20	7 - 21 14.5
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST DEPT.	202	10	8 - 2	8 - 3

DATE BLUEPRINT OK'D

By

DATE Printed

By

DATE HAND COLOR TROOF OK'D

DATE Photo Returned to Customer

By

ST.  
147



C.T.&CO.

NO. 8A-H1569

ORDER NO.

DATE 7-11-1938

6 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. NO

TITLE (IN FULL)

IMPRINT C.T. FISHING COMICS (10 SUBJECTS)  
FISHY

FISHING I HAVE STUDIED AS A SCIENCE AND  
AN ART

BUT THE FUNNY RASCALS JUST WON'T DO THEIR  
PART

PRIVATE NO. UPPER RIGHT CORNER: C-1155

SMALL TYPE: (C) C.T.&CO.

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

Est. up of Estimate

By

JUL 15 1938

Date

# ESTIMATE AND WORK SCHEDULE

By

Date

Cost Dept. Checked

OPERATION	EST. TIME Clock No.   Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUL 12 1938	JUL 12 1938
SKETCH	1/4		
RETOUCHING			
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	1/4	7-21	7-22
ENGRAVING			
HAND COLOR PROOF	225 1/2		26 July
ARTIST DEPT.	216 8 1/2	8-1	8-2

DATE BLUEPRINT OK'D

DATE Photo

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

5  
147



C.T.&amp;CO.

NO. 8A-M1570

ORDER NO.

DATE 7-11-1938

6 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

WE TUG AND WE ROW AND FOR ALL OUR FUSS  
IT SEEMS LIKE THE FISH HAVE THE LAUGH ON US

PRIVATE NO. UPPER RIGHT CORNER: C-1156

SMALL TYPE: (C) C.T.&amp;CO.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT C.T. FISHING COMICS (10 SUBJECTS)  
FISHY

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

Large

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOLOR PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,799,779

By 9/11 of Estimate

ESTIMATE

Cost 100.00 EstimateBy 9/11 JUL 15 1938

WORK SCHEDULE

By 9/11 Date JUL 15 1938

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			JUL 12 1938	JUL 12 1938
SKETCH		4		
RETOUCHING				
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	12/19		7-21	7-25
ENGRAVING				
HAND COLOR PROOF	225	1/2		26 July
ARTIST DEPT.	211	9	7-3	

DATE BLUEPRINT OK'D \_\_\_\_\_

DATE Filed \_\_\_\_\_

By \_\_\_\_\_

By \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

By \_\_\_\_\_



C.T.&amp;CO.

NO. 8A-H1571

ORDER NO.

DATE 7-11-1938

6 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

HER PSYCHOLOGY'S WRONG AND HER HANDLING  
IS WEAKBUT SHE SURE SHOWS ME UP WITH MY SKILL AND  
TECHNIQUE

PRIVATE NO. UPPER RIGHT CORNER: C-1157

SMALL TYPE: (C) C.T.&amp;CO.

COLOR DESCRIPTION

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I -R. M. NO

IMPRINT C.T. FISHING COMICS (10 SUBJECTS)  
FISHY

PHOTO PROPERTY OF CT

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,375

Estimate By *W.H.*

ESTIMATE

Cost Dept. Checked

By

By

Date

JUL 15 1938

AND WORK SCHEDULE

Date

JUL 15 1938

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETING
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUL 19 1938	JUL 19 1938
SKETCH		1/4		
RETOUCHING				
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	82/88		7-21	7-23 1/2
ENGRAVING				
HAND COLOR PROOF	225	1 1/2		25 July
ARTIST DEPT.	30	9	8-3-38	8-10-38

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

146



C.T.&amp;CO.

NO. 8A-H1572

ORDER NO.

DATE 7-11-1938

6 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

MY FISHING'S MORE ENGROSSING FROM DAY TO DAY  
I'M BEING QUITE COMPLETELY CARRIED AWAY

PRIVILEGE NO. UPPER RIGHT CORNER: C-1158

small type; ~~THE~~ (C) C.T.&CO.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I

R. M. NO

IMPRINT

C.T. FISHING COMICS (10 SUBJECTS)  
FISHY

PHOTO PROPERTY OF

CT

COLOR DESCRIPTION

Large

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

## ESTIMATE

## AND WORK SCHEDULE

Date JUL 15 1938

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUL 18 1938	JUL 18 1938
SKETCH		1/4		
RETOUCHING				
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	8289		7-21	7-23 1938
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST DEPT.	41	8 1/2	8-2-38	8-3-38

DATE BLUEPRINT OK'D \_\_\_\_\_

DATE PAID \_\_\_\_\_

By \_\_\_\_\_

By \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

146



C.T.&amp;CO.

NO. 8A-H1573

ORDER NO.

DATE 7-11-1938

6 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

YESSIR! FISHING'S ONE GREAT SPORT  
TO LIFT THIS ONE, I NEED SUPPORT  
PRIVATE NO. UPPER RIGHT CORNER: C-1159  
SMALL TYPE: (C) C.T.&CO.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I R. M. NO

IMPRINT C.T. FISHING COMICS (10 SUBJECTS)

FISHY

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS ① PAT. NO. 1,297,776

Ex. 100 of Estimate

By

Date

JUL 15 1938

# ESTIMATE

## AND WORK SCHEDULE

Cost Dept. Checked

By

Date

JUL 15 1938

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING, TYPE SET UP			JUL 18 1938	JUL 18 1938
SKETCH		1/4		
RETOUCHING				
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING }	87		7-20	7-21 1938
ENGRAVING				
HAND COLOR PROOF	225	1 1/2		26 July
ARTIST DEPT.		10		

DATE BLUEPRINT OK'D

By

DATE Pled

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

146



C.T. &amp; CO.

NO. 8A-H1574

ORDER NO.

DATE 7-11-1938

6 M ART COLORTONE POST CARDS, FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL)

THE PUPIL WAS AFTER THAN I THOUGHT  
AND MADE ME LOOK SILLY WITH WHAT SHE CAUGHT

PRIVATE NO. UPPER RIGHT CORNER: C-1160

SMALL TYPE: (C) C.T.&amp;CO.

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. I

R. M. NO

IMPRINT

C.T. FISHING COMICS (10 SUBJECTS)  
FISHY

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

*Large*

SUBMIT: RET. PHOTO

B. L. &amp; W. PROOF

HANDCOL PROOF

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,795

Executive of Estimate

By

# ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By

Date

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING TYPE SET UP			JUL 19 1938	JUL 19 1938
SKETCH		1/4		
RETOUCHING				
PHOTO-LITHO -				
BLEUPRINT STRIPPING, OPAQUING	82/89		7-22	7-25
ENGRAVING				
HAND COLOR PROOF	225	1 1/2		20 July
ARTIST DEPT.	210	9	8-1	8-4

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

18

146



MRS. MORM WRIGHT  
DENTON, TEXAS

NO. 8A-H1575

ORDER NO. 14423

7-12-1938  
DATE

6 M ART COLORTONE POST CARDS		FULL FACE	
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. 1	R. M. NO
TITLE (IN FULL) (AS PER COPY)		IMPRINT NONE	
		PHOTO PROPERTY OF CUSTOMER	

COLOR DESCRIPTION

SEE TISSUE & DRAWING. BE SURE TO SHOW BROWN BORDER ON CARD.

*see big Drawing*

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

RETURN PHOTO.

YES

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,779

Executive O. of Estimate  
By W. H. H. **ESTIMATE** Cost Dept. Checked  
Date 7-14-38 **AND WORK SCHEDULE** By W. H. H.  
Date 7-14-38

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUL 14 1938	JUL 14 1938
SKETCH				
RETOUCHING	3	4	7-14	7-15-38
PHOTO LITHO				
BLEUPRINT STRIPPING, OPAQUING	89		7-18	7-19-38
ENGRAVING				
HAND COLOR PROOF	225	1/2		20 July
ARTIST DEPT.	221	2 1/2	8-2	8-5

DATE BLUEPRINT OK'D. \_\_\_\_\_ DATE F.M.D. \_\_\_\_\_

By \_\_\_\_\_

DATE HAND COLOR PROOF OK'D. \_\_\_\_\_

By \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H1576 ORDER NO. 14788 DATE 7-12-1938

CUSTOMER HOTEL THROCKMORTON  
ALLENBURST, NEW JERSEY

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLEART COLORTONE WHITE BORDER

PLACE OF TITLE: Upper, Lower, Center — Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full HOTEL THROCKMORTON -- ALLENBURST, NEW  
JERSEY

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT

Submit Sketch — Layout — Retouched Photo — Wash Drawing  
Follow Layout ELIMINATE - STOP SIGN. AUTOMOBILE.  
IF POSSIBLE CUT OFF THE LEFT SIDE OF THE  
HIGHWAY. CLEAN UP THE HIGHWAY, WHITE LINES ETC.  
REBUILD THE FLAG.

Negative — Line — Halftone — Combination. Screen 120  
Dry — Wet — Pancromatic — Color Separation. 133  
Transfer — Paper Process — New Process. 150  
Stripping — White Border — Full Face. 175  
Blue Print — Handcolor — Black & White Proof. Titles—Red, Blue

COLOR DESCRIPTION

Building - white stucco. chimney and all roofs on all buildings are the same color green as shown on lawn at left corner of Nassau Tavern card 8A-H570. Show the lawn a darker green. The 2 small buildings are white. Awnings - same color green as roof & with a white stripe. Fire Escape - gray. Name on building Black. Brich steps at front entrance are a yellowish red color. Wood work under porch, same color green as the lawn. EMPHASIZE the COLORS in the flower bed - snap dragons & ether flowers. also show colored flowers around the white flag pole.--- UMBRELLAS (1) Nearest Hotel at left - pea green with white fringe. 222 (2) at right near small cottage - light blue with white stripe around and white fringe. (3) at extreme right - scarlet red. white fringe. Chairs - assorted color backs & tops - Woodwork on building - trim - white shades - green. Please follow colors carefully - and please rush proof.

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.  
—  
NO  
YES  
RETURN PHOTO

PHOTO RETURNED  
TO  
PHOTO USED FOR

JUL 22 1938

am 155.155



CURT TEICH & COMPANY, Inc. — 1733-1755 W. Irving Park Blvd. — CHICAGO, ILL.

ADV. ORDER

DIAL No. 8A-H1577 ORDER NO. 14789 DATE 7-12-1938

CUSTOMER WOMANS DEPT. CLUB  
SHREVEPORT, LA.

DEPT.  
RETOUCHING  
ENGRAVING  
PHOTO LITHO  
COMPOSING  
LITHO ART

DATE COMPLETED

Photos for  
this Customer

6 M POST CARDS SIZE 3 1/2 x 5 1/2

STYLE ART COLORTONE FULL FACE

PLACE OF TITLE: Upper, Lower, Center—Border — Follow Layout  
Title in Plate Yes No Copyright in Plate Yes No  
Title in full WOMANS DEPARTMENT CLUB  
SHREVEPORT, LOUISIANA ETC. AS PER COPY

FRONT NO. 5 (All of this on address side)  
R. M. Yes No  
R. M. to cover part of Mess. Space, entire Mess. Space, entire Front  
Trade Mark Yes No Special type as sample  
IMPRINT: Customer C. T. Imprint No Imprint

RETOUCHING DEPARTMENT  
Submit Sketch — Layout Retouched Photo — Wash Drawing  
Follow Layout

Negative — Line — Halftone — Combination.  
Dry — Wet — Pancromatic — Color Separation.  
Transfer — Paper Process — New Process.  
Stripping — White Border — Full Face.  
Blue Print Handcolor — Black & White Proof. Titles—Red, Blue

Screen  
120  
133  
150  
175

COLOR DESCRIPTION

SEE SKETCHX ATTACHED BUT KEEP THE COLORS AS SOFT AS POSSIBLE

CUSTOMER  
—  
PHOTO PROPERTY OF C. T. & CO.

RETURN PHOTO  
YES  
NO

PHOTO RETURNED

TO

PHOTO USED FOR

JUL 13 1938

136



ROBBINS-TILLQUIST CO.,  
SPOKANE, WASH.

NO. 8A-41578

ORDER NO. 14431

DATE 7-12-1938

ATTENTION!

Subject on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

121 M ART COLORTONE POST CARDS		WHITE BORDER
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. 3	R. M. NO
TITLE (IN FULL) TOP: HORSESHOE CURVE ON FLINT CREEK HILL, MONTANA BOT: A BEAUTIFUL HIGHWAY THROUGH THE MOUNTAINS	IMPRINT SAME AS ABOVE	
PRIVATE NO. BEFORE UPPER TITLE: 469 Small type: Smithers Photo	PUT PLATE NO. ON FRONT	
COLOR DESCRIPTION	PHOTO PROPERTY OF	CUSTOMER

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Executive OK of Estimate

By

Date

JUL 15 1938

## ESTIMATE AND WORK SCHEDULE

By

Date

Cost Dept. Checked

JUL 15 1938

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUL 15 1938	JUL 15 1938
SKETCH				
RETOUCHING	9	2 1/2	7-11	7-18-38
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	82		7-20	7-20-38
ENGRAVING				
HAND COLOR PROOF	31	1 1/2	7-21	7-21
ARTIST DEPT.	63	8	8/1/38	8/3/38

DATE BLUEPRINT OK'D

By

DATE HAND COLOR PROOF OK'D

By

DATE PRod

By

DATE Photo Returned to Customer

51.  
140



ROBBINS-TILIAQUIST CO.,  
SPOKANE, WASH.

NO. 8A-H1579

ORDER NO. 14431

DATE 7-13-1938

121 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) RICHEST HILL ON EARTH,

MEADERVILLE SIDE, BUTTE, MONTANA

PRIVATE NO. BEFORE TITLE: 210

Small type: Smithers Photo

COLOR DESCRIPTION

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 3 R. M. NO

IMPRINT SAME AS ABOVE

PUT PLATE NO. ON FRONT

PHOTO PROPERTY OF CUSTOMER

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,776

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

PHOTO 11 D

10438

9 P

Executive Estimate By Cost Dept. Checked  
Date JUL 14 1938 Date

## ESTIMATE AND WORK SCHEDULE

OPERATION	EST. TIME Check No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUL 14 1938	JUL 14 1938
SKETCH			
RETOUCHING	12 4	7-14	7-16 8
PHOTO-LITHO			
BLEUPRINT STRIPPING, OPAQUING	88	7-18-38	7-18-38
ENGRAVING			
HAND COLOR PROOF	203 1/2	7-20	7-20
ARTIST DEPT.	211 8	7-2	

DATE BLUEPRINT OK'D By DATE Pled By  
DATE HAND COLOR PROOF OK'D By DATE Photo Returned to Customer By

12

138



ROBBINS-TILLQUIST CO.,  
SPOKANE, WASH.

NO. 8A-111580

ORDER NO. 14431

DATE 7-12-1938

12 1/2 M ART COLORTONE POST CARDS

WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

FRONT NO. 3 R. M. NO

TITLE (IN FULL)

IMPRINT

UNDERGROUND MOTOR TRAIN IN

SAME AS ABOVE

COPPER MINE, BUTTE, MONTANA

~~PUT PLATE NO. ON FRONT~~

PRIVATE NO. BEFORE TITLE: 213

Small type: Smithers Photo /

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,756,775

## ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

ESTIMATE

## ESTIMATE

Cost Dept. Checked

By JUL 14 1938 AND WORK SCHEDULE

By JUL 14 1938

OPERATION	EST. TIME Clock No. Time Allowed	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUL 14 1938	JUL 14 1938
SKETCH			
RETOUCHING	11 3	7-14	7-18
PHOTO-LITHO			
BLEUPRINT STRIPPING, OPAQUING }	89	7-18	7-18 1/2
ENGRAVING			
HAND COLOR PROOF	225 15		20 July
ARTIST DEPT.	8		8-2

DATE BLUEPRINT OK'D

DATE Filed

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Kept in Customer's Possession

By

By

- 17

138



ROBBINS-TILLQUIST CO.,  
SPOKANE, WASH.

NO. 8A-H1581

ORDER NO. 14431

DATE 7-12-1938

12 1/2 M ART COLORTONE POST CARDS WHITE BORDER

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER LOWER, CENTER - BORDER.

TITLE (IN FULL) UNDERGROUND DRILLING IN

COPPER MINE, BUTTE, MONTANA

PRIVATE NO. BEFORE TITLE: 225

Small type: Smithers Photo

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 3 R. M. NO

IMPRINT SAME AS ABOVE

~~PUT PLATE NO. ON FRONT~~

PHOTO PROPERTY OF CUSTOMER

COLOR DESCRIPTION

grey rock

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Executive of Estimate

ESTIMATE

Cost Dept. Checked

By

JUL 14 1938

By

JUL 14 1938

Date

Date

AND WORK SCHEDULE

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUL 14 1938	JUL 14 1938
SKETCH				
RETOUCHING	1	2	7-14	7-16 51
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	89		7-16	7-18 14
ENGRAVING				
HAND COLOR PROOF	225	1/2		20 July
ARTIST DEPT.	710	8	8-2	8-2 11

DATE BLUEPRINT OK'D

DATE ~~Printed~~

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

138



DISTRIBUTED BY J. R. WILLIS, BOX 665,  
ALBUQUERQUE, N. M.

NO. 8A-H1582

ORDER NO. 14437

DATE 7-15-1938

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

12 1/2 M	ART COLORTONE POST CARDS	FULL FACE
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. 1	R. M. YES
TITLE (IN FULL) (ON FRONT)	IMPRINT SAME AS ABOVE	
	TITLE: G-C-9 GRAND CANYON FROM MORAN POINT	
	PUT PLATE NO. ON FRONT	
	PHOTO PROPERTY OF CT	

COLOR DESCRIPTION

Photo on 9.11.12.27  
5BH496

43H 671

SUBMIT TWO BLUEPRINTS

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,297,775

ESTIMATE	Cost Dept. Checked		
By	By		
Date JUL 14 1938	Date JUL 14 1938		
ND WORK SCHEDULE			
OPERATION	EST. TIME	DATE ENTERED DEPT.	DATE COMPLETED
COMPOSING, TYPE SET UP		JUL 14 1938	
SKETCH			
RETOUCHING	5 4	7-14	7-18 SC
PHOTO-LITHO			
BLUEPRINT STRIPPING, OPAQUING	88	7-18-32	7-19
ENGRAVING			
HAND COLOR PROOF	225 12		21
ARTIST DEPT.	203 10	8-4	8-4

DATE BLUEPRINT OK'D \_\_\_\_\_ DATE Pkd \_\_\_\_\_  
By \_\_\_\_\_ By \_\_\_\_\_  
DATE HAND COLOR PROOF OK'D \_\_\_\_\_  
By \_\_\_\_\_ DATE Photo Return to Customer \_\_\_\_\_



DISTRIBUTED BY J. R. WILLIS, BOX 665,  
ALBUQUERQUE, N. M.

NO. 8A-HL583

ORDER NO. 14437

DATE 7-13-1938

12 1/2 M ART COLORTONE POST CARDS

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. I R. M. YES

TITLE (IN FULL) (ON FRONT)

IMPRINT SAME AS ABOVE

TITLE: G-C-10-LOOKING NORTH FROM THE  
WATCH TOWER AT DESERT VIEW

PUT PLATE NO. ON FRONT

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

SUBMIT TWO BLUEPRINTS

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,297,775

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

JUL 14 1938

AND WORK SCHEDULE

JUL 14 1938

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Click No.	Time Allowed		
COMPOSING, TYPE SET UP			JUL 14 1938	JUL 14 1938
SKETCH				
RETOUCHING	5	3 1/2	7-18	7-18
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	88		7-18 38	7-19 38
ENGRAVING				
HAND COLOR PROOF		1 1/2		
ARTIST DEPT.	217	10	8-3	8-5

DATE BLUEPRINT OK'D

DATE ~~Red~~

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

ATTENTION!

Subjects on order for this customer. Please see to it that all plates or negatives are uniform and colors are in harmony with each other to make an attractive set.

138



DISTRIBUTED BY J. R. WILLIS, BOX 665,  
ALBUQUERQUE, N. M.

NO. ~~8A-H1584~~  
8A-H1584

ORDER NO. 14438

DATE 7-13-1938

12 1/2 M ART COLORTONE POST CARDS FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

TITLE (IN FULL) (on front)

(ALL OF THIS ON THE ADDRESS SIDE)

FRONT NO. 1 R. M. YES

IMPRINT SAME AS ABOVE

Put plate no. on front  
TITLE: G.C.5 DEER AND FAWN, GRAND  
CANYON

Small type: Photo courtesy Fred Harvey  
Co., Grand Canyon, Ariz. (after R.M.)

PHOTO PROPERTY OF Customer

COLOR DESCRIPTION

SEE TISSUE ATTACHED

SUBMIT TWO BLUEPRINTS

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF *yes*

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS ① PAT. NO. 1,797,775

ATTENTION!

16 Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

ESTIMATE

Cost Dept. Checked

By

By

Date

Date

JUL 14 1938 AND WORK SCHEDULE

JUL 14 1938

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUL 14 1938	JUL 14 1938
SKETCH				
RETOUCHING	9	2	7-14	7-16
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	89		7-18	7-19
ENGRAVING				
HAND COLOR PROOF	225	1 1/2		20
ARTIST DEPT.	216	8	8 2	8-4

DATE BLUEPRINT OK'D.

DATE *Med*

By

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

138



DISTRIBUTED BY J. R. WILLIS, BOX 665,  
ALBUQUERQUE, N. M.

NO. 8A-H1585

ORDER NO. 14440

DATE 7-13-1938

13<sup>1</sup>/<sub>2</sub> M ART COLORTONE POST CARDS

FULL FACE

(ALL OF THIS ON THE PICTURE SIDE)

(ALL OF THIS ON THE ADDRESS SIDE)

PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.

FRONT NO. 1 R. M. YES

TITLE (IN FULL) (ON FRONT)

IMPRINT SAME AS ABOVE

TITLE: 42 PUEBLO INDIAN WOMAN GRINDING  
GRAIN ~ R M and

PUT PLATE NO. ON FRONT

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

USE PHOTO NO. 34054.

SUBMIT TWO BLUEPRINTS

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,757,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all the or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By

Date

ESTIMATE  
AND WORK SCHEDULE

Cost Dept. Checked

By

Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUL 15 1938	JUL 15 1938
SKETCH				
RETOUCHING	3	2	7-15	7-18 8P
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING }	89		7-20	7-20 H.T.
ENGRAVING				
HAND COLOR PROOF	228	1/2		7-22
ARTIST DEPT.	203	8	8-4	4-5

DATE BLUEPRINT OK'D

By

DATE Pled

By

DATE HAND COLOR PROOF OK'D

DATE Photo Returned to Customer

By

140



DISTRIBUTED BY J. R. WILLIS, BOX 665,  
ALBUQUERQUE, N. M.

NO. 8A-11586  
ORDER NO. 14440  
DATE 7-15-1938

# ATTENTION!

See back of  
order for this set. Please  
see to it that all  
negatives are uniform and colors are  
in harmony with each other  
to make an attractive set.

12 <sup>1</sup> / <sub>2</sub> M ART COLORTONE POST CARDS	FULL FACE
(ALL OF THIS ON THE PICTURE SIDE)	(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. I R. M. YES
TITLE (IN FULL) (ON FRONT)	IMPRINT SAME AS ABOVE
	TITLE: 50 PUEBLO INDIANS, REHEARSING FOR THE DEER DANCE - R M end
	PUT PLATE NO. ON FRONT
	PHOTO PROPERTY OF CT

Photo in OBM  
COLOR DESCRIPTION  
USE PHOTO NO. 34069

SUBMIT TWO BLUEPRINTS

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,797,775

Executive OK of Estimate

By 7/17/38  
Date JUL 17 1938

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By 7/17/38  
Date JUL 17 1938

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUL 15 1938	JUL 15 1938
SKETCH				
RETOUCHING	7	3	7-15	7-18
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	88		7-19	7-19
ENGRAVING				
HAND COLOR PROOF	228	1/2		7-21
ARTIST DEPT.	213	8	7-21-38	7-21-38

DATE BLUEPRINT OK'D

DATE PAID

DATE HAND COLOR PROOF OK'D

By

DATE Photo Returned to Customer

## MAKEOVER

Change to LV Dept.

EST. Makeover Time Required

2	7-28-38
11C	1/2



DISTRIBUTED BY J. R. WILLIS, BOX 665,  
ALBUQUERQUE, N. M.

NO. 8A-11587

ORDER NO. 14440

DATE 7-13-1938

12 1/2 M ART COLORTONE POST CARDS	FULL FACE
(ALL OF THIS ON THE PICTURE SIDE)	(ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. 1 R. M. YES
TITLE (IN FULL) (ON FRONT)	IMPRINT SAME AS ABOVE
	TITLE: 186 ADOBE BAKE OVEN OF THE SOUTHWEST PUT PLATE NO. ON FRONT
	PHOTO PROPERTY OF CT

COLOR DESCRIPTION

USE PHOTO NO. 58843-C

SUBMIT TWO BLUEPRINTS

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By EST **ESTIMATE** Cost Dept. Checked ✓  
Date JUL 14 1938 AND WORK SCHEDULE By EST Date JUL 14 1938

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUL 14 1938	JUL 14 1938
SKETCH				
RETOUCHING		1/2	7-14	7-16 S
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	89		7-18	7-18 4:1
ENGRAVING				
HAND COLOR PROOF	228	1/4		7-20
ARTIST DEPT.	257	6 1/2	8-5	8-10

DATE BLUEPRINT OK'D. \_\_\_\_\_ DATE PAID \_\_\_\_\_

By \_\_\_\_\_ By \_\_\_\_\_

DATE HAND COLOR PROOF OK'D. \_\_\_\_\_ DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_ By \_\_\_\_\_



DISTRIBUTED BY J. R. WILLIS, BOX 665,  
ALBUQUERQUE, N. M.

NO. 8A-H1588

ORDER NO. 14440

DATE 7-13-1938

12 <sup>1</sup> / <sub>2</sub> M ART COLORTONE POST CARDS (ALL OF THIS ON THE PICTURE SIDE)	FULL PAGE (ALL OF THIS ON THE ADDRESS SIDE)
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.	FRONT NO. 1 R. M. YES
TITLE (IN FULL) (ON FRONT)	IMPRINT SAME AS ABOVE
	TITLE: 74 HERMIT'S PEAK, FORMING A HUMAN FACE, SANTA FE TRAIL, NEW MEXICO + R.M. Inc.
	PUT PLATE NO. ON FRONT
	PHOTO PROPERTY OF CT

COLOR DESCRIPTION

USE PHOTO NO. 1A309. RETOUCH PHOTO AS SHOWN ON CARD ATTACHED.

SUBMIT TWO BLUEPRINTS

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,797,775

## ATTENTION!

Subjects on order for this customer. Please see to it that all cuts or negatives are uniform and colors are in harmony with each other to make an attractive set.

Estimate By 7/15/38 Cost Dept. Checked 7/15/38  
Date 7/15/38 **ESTIMATE** Date 7/15/38  
**WORK SCHEDULE**

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Check No.	Time Allowed		
COMPOSING TYPE SET UP			JUL 15 1938	JUL 15 1938
SKETCH				
RETOUCHING	7	3	7-15	7-18 SP
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	89		7-19	7-20 4-1
ENGRAVING				
HAND COLOR PROOF	225	1/2		21 7/24
ARTIST DEPT.	219	8	8/5	8/9

DATE BLUEPRINT OK'D. \_\_\_\_\_ DATE FILED \_\_\_\_\_  
By \_\_\_\_\_ By \_\_\_\_\_  
DATE HAND COLOR PROOF OK'D. \_\_\_\_\_  
By \_\_\_\_\_ By \_\_\_\_\_  
Date Photo Returned to Customer \_\_\_\_\_

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DISTRIBUTED BY J. R. WILLIS, BOX 665,  
ALBUQUERQUE, N. M.

NO. 8A-11589  
ORDER NO. 14440  
DATE 7-13-1938

12<sup>1</sup> M ART COLO. TONE POST CARDS FULL PAGE

(ALL OF THIS ON THE PICTURE SIDE)  
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.  
TITLE (IN FULL) (ON FRONT)

(ALL OF THIS ON THE ADDRESS SIDE)  
FRONT NO. I R. M. YES  
IMPRINT SAME AS ABOVE

TITLE: 75 STARVATION PEAK, ON THE  
SANTA FE TRAIL, NEW MEXICO - RM incl.  
PUT PLATE NO. ON FRONT

PHOTO PROPERTY OF CT

COLOR DESCRIPTION

JOIN PHOTOS AS INDICATED.

SUBMIT TWO BLUEPRINTS

SUBMIT: RET. PHOTO B. L. & W. PROOF HANDCOL PROOF YES RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS PAT. NO. 1,292,775

ATTENTION!

Subjects on  
order for this customer. Please  
see to it that all cuts or nega-  
tives are uniform and colors are  
in harmony with each other  
to make an attractive set.

Executive OK of Estimate

By  
Date

## ESTIMATE AND WORK SCHEDULE

Cost Dept. Checked

By  
Date

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Clock No.	Time Allowed		
COMPOSING, TYPE SET UP			JUL 14 1938	JUL 14 1938
SKETCH				
RETOUCHING	17	3	7-14	7-1938
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	89		7-19	7-20 HT
ENGRAVING				
HAND COLOR PROOF	225	1 1/2		10 July
ARTIST DEPT.	28	7 1/2		

DATE BLUEPRINT OK'D DATE Filed

By By

DATE HAND COLOR PROOF OK'D DATE Photo Returned to Customer

By



DISTRIBUTED BY J. R. WILLIS? BOX 665,  
ALBUQUERQUE, N. M.

NO. 8A-111590

ORDER NO. 14440

DATE 7-13-1938

121 M ART COLORTONE POST CARDS		FULL FACE	
(ALL OF THIS ON THE PICTURE SIDE)		(ALL OF THIS ON THE ADDRESS SIDE)	
PLACE OF TITLE: UPPER, LOWER, CENTER - BORDER.		FRONT NO. I	R. M. YES
TITLE (IN FULL) (ON FRONT)		IMPRINT	SAME AS ABOVE
		TITLE: 151 CROSS OF THE MARTYRS, SANTA FE, N. M. <i>✓ R.M. incl.</i>	
		PUT PLATE NO. ON FRONT	
		PHOTO PROPERTY OF	CT

COLOR DESCRIPTION

CROSS GRAY STONE.

SUBMIT TWO BLUEPRINTS

SUBMIT: RET. PHOTO

B. L. & W. PROOF

HANDCOL PROOF

YES

RETURN PHOTO.

CURT TEICH & COMPANY, INC., CHICAGO  
PHOTO TICKET

GLOBE MULTI-PLY FORMS © PAT. NO. 1,759,777

Estimate of Estimate

## ESTIMATE

Cost Dept. Checked *h*

By *h*

By *h*

Date

JUL 14 1938

WORK SCHEDULE

Date

JUL 14 1938

OPERATION	EST. TIME		DATE ENTERED DEPT.	DATE COMPLETED
	Chk No.	Time Allowed		
COMPOSING, TYPE SET UP			JUL 14 1938	JUL 14 1938
SKETCH				
RETOUCHING	9	2	7-14	7-18 <i>h</i>
PHOTO-LITHO				
BLUEPRINT STRIPPING, OPAQUING	88		7-19	7-19 <i>h</i>
ENGRAVING				
HAND COLOR PROOF	226	1/2		7-22
ARTIST DEPT.	101	6 1/2		7-23

DATE BLUEPRINT OK'D \_\_\_\_\_

DATE PAID \_\_\_\_\_

DATE HAND COLOR PROOF OK'D \_\_\_\_\_

DATE Photo Returned to Customer \_\_\_\_\_

By \_\_\_\_\_

By \_\_\_\_\_

## ATTENTION!

Subjects on order for this customer. Please see to it that all subjects or negatives are uniform and colors are in harmony with each other to make an attractive set.